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Modern packaging

October 1948

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CELLU-LOK —A new emulsion adhesive — replaces lacquer type adhesives. CELLU-LOK eliminates fire hazards, bleeding of inks and penetration. It reduces drying time from days — to several hours. NATIONAL technicians, who perfected the first emulsion type adhesive for plain cellophane, have field tested CELLU-LOK on many types of moisture-proof cellophane for more than twelve months. We'd like to have you test it on your materials. We're ready to match our time with yours in working out special applications with laboratory attention to all details.

EVERY TYPE OF ADHESIVE FOR EVERY INDUSTRIAL USE

PERMANENCE in business is success that lasts. It is strength built step by step; position won through industry and achievement. Specialized knowledge, born of long experience, is at the disposal of the organization with a background of permanence...to better its products, and to better serve its customers. Phoenix Metal Cap Co., Chicago 8 and Brooklyn 18.

Modern packaging

Vol. 22 No. 2 October 1948

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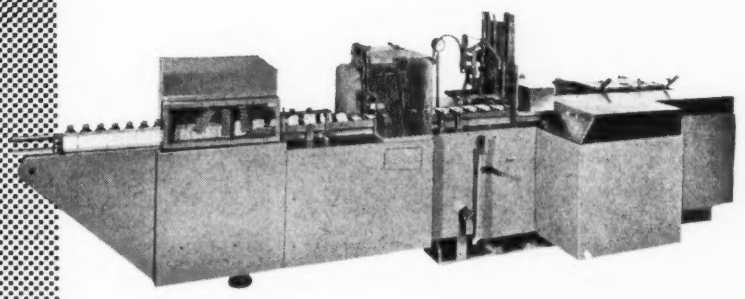
BOTH BOTTLE SIZES OF

Phillip's Milk of Magnesia Tablets

GO TO MARKET —CARTONED BY THIS

Redington!



REDINGTON'S easy operation . . . continuous loading . . . and simple adjustment for size change-over . . . speeds production, cuts cost!

To send their famous Milk of Magnesia Tablets to market efficiently and in style, the Chas. H. Phillips Co., Div. of Sterling Drug Inc. relies on cartoning equipment developed by Redington. The machine shown is made instantly adjustable to process either the 75 or 200 tablet size by simply moving numbered parts to proper marking.

Operation: Cartons and circulars are stacked in the Redington's magazines. Then bottles are discharged directly onto intake conveyor belt.

Machine transfers bottles into pockets of article conveyor, feeds a circular from its magazine, folds it twice parallel to its long dimension to form a folded circular measuring approximately $1\frac{1}{4}$" x 9", and places it over top of bottle from side to side.

Now machine feeds carton from its magazine, expands it, inserts bottle with circular into carton, and closes carton by tucking in the end flaps.

THIS REDINGTON—as are all Redington cartoners—comes equipped with the same outstanding features: Continuous loading mechanism; skip cartoning; turned and ground shafting; self-aligning roller bearing; vari-speed drive; twin disc clutch; safety throw-out; and, of course, instant adjustment to accommodate different sizes. Phillips' uses it also for their popular Toothpaste, while special Redington machines are used to wrap Phillip's well-known Milk of Magnesia.

Why not solve *your* cartoning problems as Phillip's and so many other leading package-goods manufacturers do? Call on Redington!

F. B. REDINGTON CO. (Est. 1897) 110-112 S. SANGAMON ST. CHICAGO 7, ILL.

1897 REDINGTON 1948

51 Years of Packaging Leadership

AUTOMATIC CARTONING • WRAPPING • SPECIAL PACKAGING

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Member, Associated Business Papers

THE NICK OF TIME

ONE OF THE brighter aspects of this catching-up period is the rapid shrinkage of backlogs in the packaging machinery industry. Many types of equipment can now be booked for 30- to 60-day delivery; the two-year waiting list is the exception rather than the rule. The machinery makers—generally speaking—are as happy about this as are their customers.

Complaints have frequently been heard that the machinery makers are not interested in developing special equipment to meet new problems. Often in these hectic postwar years, the packager has been forced to design and build the equipment in his own shop. In at least three instances the result has been so successful that the packager has gone into the machinery business, building equipment for others.

The machinery men have not been insensible of this situation, but the fact is that so long as they were under terrific pressure to meet the need for standard models, they could not devote time and facilities to solving the particular problems of individual customers.

Now, however, machinery makers are showing interest in special problems. Development departments are functioning. Many new and improved machines have already been produced and more are on the way. Read, for example (on p. 110 of this issue), how the development of a simple machine that occupies less than four cubic feet on a table top has enabled a pharmaceutical company to save $75,000 to $100,000 a year on label coding.

Such opportunities are limitless and the time for action is now. Packagers are under tremendous pressure to cut costs. Not only must uneconomical machinery be replaced, but the opportunities for savings through further mechanization must be explored.

The Editors

250 RAZOR BLADE PACKAGES PER MINUTE are possible on this new type Jones Constant Motion Razor Blade Cartoner. Wrapped blades are fed from magazines and counted (one to ten). Machine feeds and opens carton, inserts blades, and closes and seals ends of cartons. It automatically detects and indicates short counts, empty wrappers, and broken blades.

JONES *Cartoned!*

● Jones machines have been cartoning products of the Gillette Safety Razor Company for 23 years. In continuous use since 1925, often on a 3-shift basis, the original Jones Cartoners are still giving faithful service.

As additional machines were needed to carton razor blades and other products, the Gillette Company repeatedly selected Jones. Recently, a battery of Jones Constant Motion Razor Blade Cartoners was delivered for various Gillette plants in the United States, Canada and South America. Incorporating entirely new principles of feeding and counting double-edge blades, these new Jones Cartoners are capable of speeds in *excess of 250 packages per minute*—far faster than ever before possible.

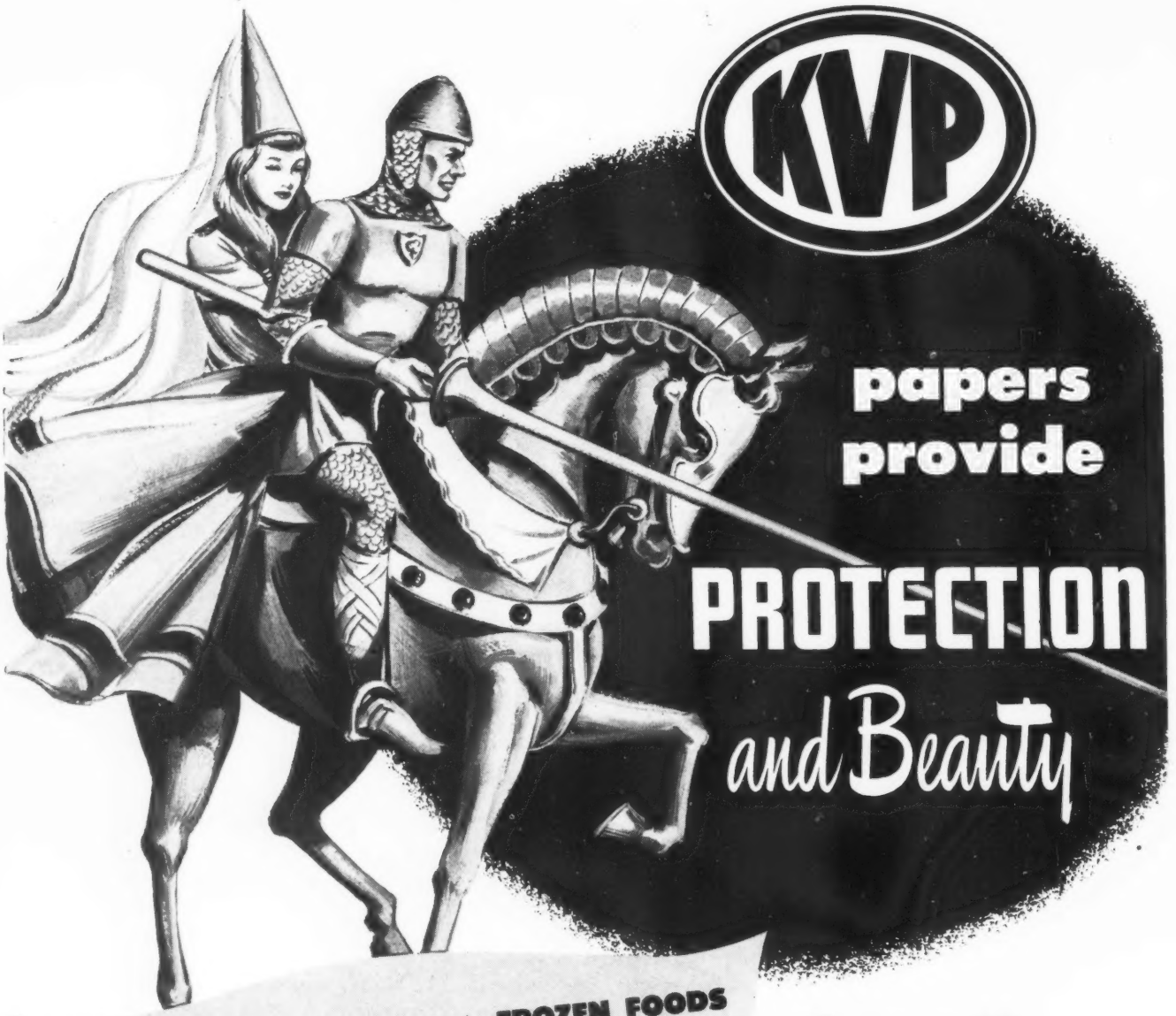
Increasingly higher speeds, more efficient handling of carton and load, and longer useful life result from Jones' policy of constant product improvement. Why not profit from the experience of the Gillette Safety Razor Company—and hundreds of other manufacturers of cartoned products—and investigate Jones Cartoning for your production? Write today for complete information.

Remember **only the finest cartoner can give you the lowest cartoning cost.**

R. A. JONES & COMPANY, INC.

P. O. Box 485 CINCINNATI, OHIO

THE MAJORITY OF AMERICA'S CARTONED PRODUCTS ARE JONES CARTONED



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Kalamazoo Vegetable Parchment Company

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HYCAR AMERICAN RUBBER LATEX...

imparts valuable properties to pulp and paper

HYCAR latex added directly to the pulp in the beater or head box, or used as an impregnant for paper, imparts valuable properties not otherwise readily obtained.

Tear and wet strength are considerably increased. Resistance to oils, solvents and chemicals is obtained, with retention of good aging properties. The addition of Hycar also insures excellent flex life and scuff resistance, and in thick papers prevents separation of the laminations.

Thus, better physical properties may be obtained in high grade pulp. In other cases the use of lower grade stock may be permitted because of improved physical properties obtained by the use of Hycar latex. Paper is made adaptable to fields where it is not now used.

Present and potential applications for papers of this sort range from wallpaper to insoles, from gaskets to leather replacement material, from shelf liners to packaging papers.

HYCAR latex is very easy to use. In most applications no vulcanization is required. Normal drying times are used. And HYCAR latex is an inherently safe material to handle. *No solvent system is needed.*

We would be glad to work with you on any problems relating to the use of HYCAR latex. For more information, please write Department HI-5, B. F. Goodrich Chemical Company, Rose Building, Cleveland 15, Ohio.

Hycar

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American Rubber

B. F. Goodrich Chemical Company

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Packages by Milprint

PORTRAITS OF YOUR BEST SALESMEN!

Today's trend to self-service merchandising puts a great responsibility on your package. Row upon row of products, competing for consumer attention and impulse sales mean your product must be packaged to sell itself! Packages by Milprint are designed to do just that—sell themselves with all the eye-appeal, attention value and colorful display values that mean bigger—better—more consistent sales.

MILPRINT PACKAGES INCLUDE . . .

Printed Cellophane, Pliofilm, Glassine, Aluminum Foil, Cellulose Acetate, Vinyl, Coated and Laminated Papers in all forms, including Sheet Wraps, Roll, Pouches, or Specialty Bags, Revelation Bread Wraps, Specialty Folding and Window Cartons, Counter Displays, Simplex Pie and Cake Units.

SALES OFFICES IN ALL PRINCIPAL CITIES.

MILPRINT Inc.

PACKAGING CONVERTERS • PRINTERS • LITHOGRAPHERS

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Packaging Headquarters to American Industry

TOP-SEALING YOUR CONTAINERS

so your profits can't leak out!

HOW BOSTITCH AUTOCLENCH STOPS TWO COSTLY LEAKS:

1. LOWERS SEALING COSTS

On many products shipped in corrugated containers, you can beat other top-sealing methods by giving them the Bostitch Autoclench *touch*. Yes! Just *touch* the container on the outside and the staple is clinched on the inside. As fast and easy as that! No need to insert a sealing blade; the staple closes itself.

Containers may be dusty or clean, hot or cold, damp or dry. The sealing is instant; no drying time. It's sure; no failures. It's neat; no staining nor covering up the printing. All these benefits are yours when Bostitch Autoclench does your top-sealing.

2. PREVENTS SHIPPING LOSSES

On containers suited to this method, you can't beat Bostitch Autoclench for secure fastening. Drum and drop tests have proved that. Dampness can't loosen the seal and let the contents spill out. Pilfering is discouraged — the staples can't be taken out and put back by hand without detection. But, you and your customers can take the staples out *without damaging the container* . . . a re-use *plus* that's worth big money.

A DEMONSTRATION WILL CONVINCE YOU THAT BOSTITCH AUTOCLENCH FASTENS IT BETTER AND FASTER

See how the amazing Autoclench staple closes itself. Look up your nearest Bostitch distributor in your phone book, or write BOSTITCH.

If your problem is different, ask about the complete Bostitch line of top stitchers, bottom stitchers, self-feeding hammers and tackers, and other stapling and wire stitching equipment.

Machine weighs only three pounds. A girl can handle it with ease.

At packing bench or in shipping room, Bostitch Autoclench "seals them where they are."

So quick and so portable— it can seal them as they pass by.

BOSTITCH

fastens it better, AND FASTER with wire

ALL TYPES OF MACHINES FOR APPLYING STAPLES
ALL TYPES OF STAPLES APPLIED BY MACHINES

BOSTITCH
524 Mechanic Street, Westerly, R. I.

Please send literature checked: ☐ #175 Bag Sealing ☐ #157 Carding ☐ #132 Shipping

Name.....

Company.....

Address.....

City.....Zone.....State.....

A Sales Promotion Technique*

FROM THE FILES OF CONSOLIDATED LITHO

PROBLEM: Frankfort Distillers Corporation wanted a unique mass merchandise display for their Four Roses whiskey. The display they had in mind had to be substantial enough and attractive enough to serve as a semi-permanent fixture.

APPROACH: A study made of Four Roses retailers revealed that the amount of display space available on liquor store counters and in the back-bar areas of the "pouring spots" was limited. This display would have to achieve its mass effect in the vertical plane. The survey further indicated that most mass displays in this field are short lived because retailers tend to sell from them and discard them when empty. Obviously, a device was required that would discourage this practice. To overcome these obstacles a novel construction was developed that permitted 11 bottles to be stacked in two concentric spirals. This massed the merchandise vertically and very effectively in a minimum of space—and in such symmetrical fashion that retailers were reluctant to use the display as a bottle dispenser.

RESULTS: The techniques employed permitted creation of a mass display that retailers and "pouring spot" proprietors regarded and handled as a semi-permanent fixture. The display earned placement in the point of sales spaces it was designed for, and enjoyed a length of life far in excess of that gained by more conventional mass merchandise units.

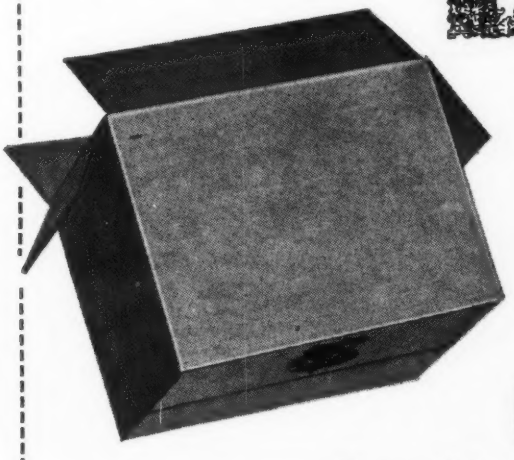
MORAL: Good display ideas—the kind that really sell merchandise—are found only in the market place. When you have a point-of-sale problem, consult Consolidated—the Lithographers who know where to go to find the answers. If you wish a representative to call, write or phone:

***CONSOLIDATED** Lithographing Corporation*
1013 GRAND STREET, BROOKLYN 6, N. Y. • EVergreen 8-6700

**SALES PROMOTION TECHNIQUES* is the title of an interesting and provocative booklet published regularly by Consolidated Litho in the interest of helping management develop more effective promotional material. If you'd like a copy of the latest issue, write to our Dept. M-1*

A Pedigree is a Promise of Quality . . .

IN BOXES TOO!



PROMISE OF *Quality*
PROMISE OF *Service*
PROMISE OF *Fair Price*

THE PEMBROKE WELSH CORGI, as we know it today, traces its history back to 1107 when Flemish weavers brought it over to Wales to serve as a cattle dog. Hardy, alert and intelligent, members of this little breed make very rewarding household pets.

THE Union shield trade mark identifies boxes with a pedigree that goes back to the timber in Union's own forests.

Only fibre from fresh cut trees goes into Union boxes and completely integrated production, under one management in the world's largest Kraft pulp-to-container plant, is checked and rechecked every step of the way to maintain consistent high quality standards without variation.

Five of the nine largest paper machines in the world and four modern box plants are your assurance of getting Union boxes when and where you need them.

And 75 years of leadership in paper packaging stands ready to help you in any problem of package engineering or design.

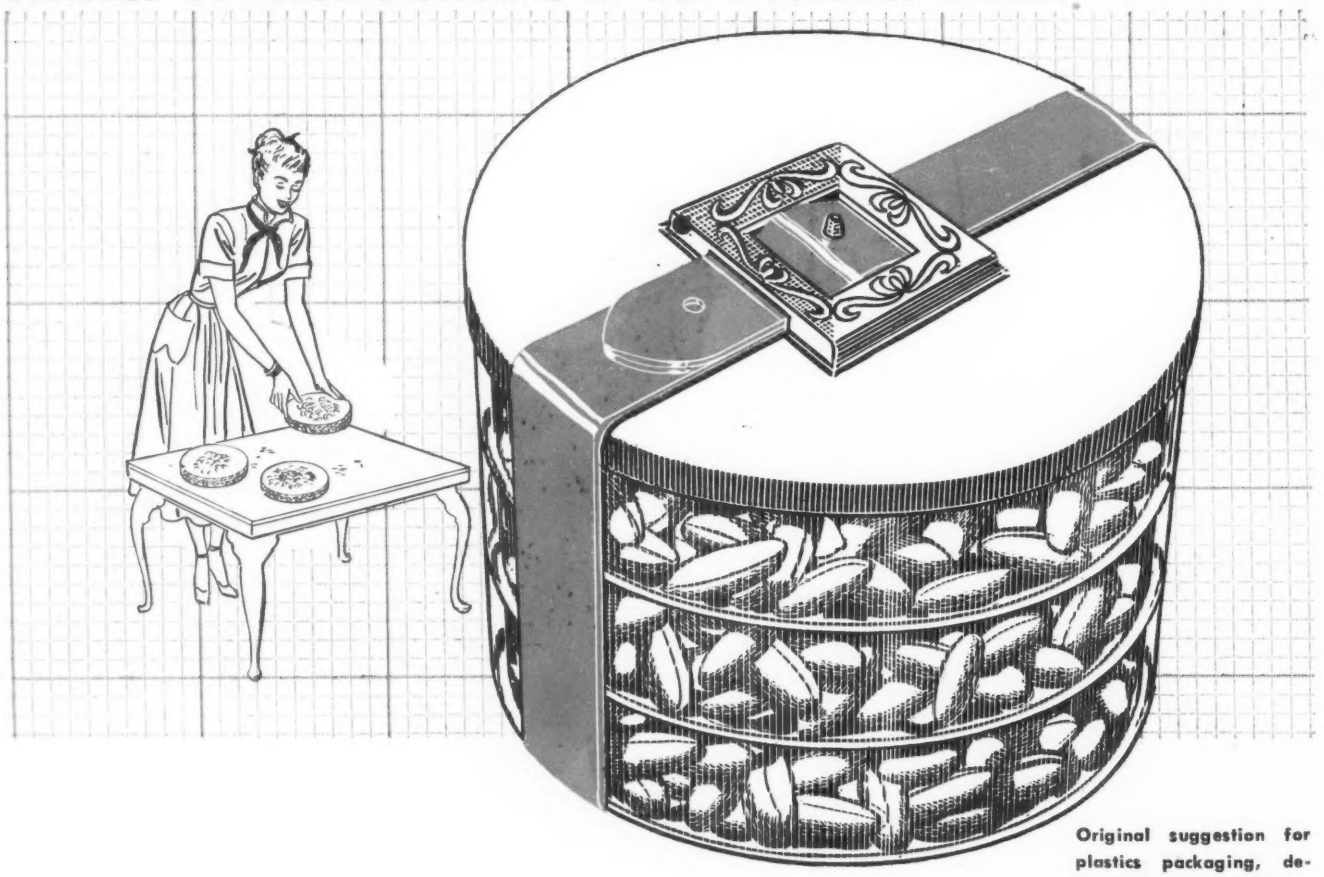
UNION *Corrugated Containers*

UNION BAG & *Paper Corporation*

Principal Offices: WOOLWORTH BLDG., NEW YORK 7, N. Y.

***Corrugated Container Plants*: SAVANNAH, GA. • CHICAGO, ILL. • TRENTON, N. J. • JAMESTOWN, N. C. (Highland Container Co., Inc.)**

DESIGNED BY GENERAL ELECTRIC AT NO. 1 PLASTICS AVENUE



Original suggestion for plastics packaging, designed by General Electric.

Sales Story in a Nutshell

A G-E PLASTICS PACKAGE

● Here's an unusual General Electric design for a plastics package that may be the perfect answer to your container problem.

This gift-worthy bandbox holds three pounds of nuts (or candies), one in each of three transparent trays. The trays are nested, topped with a white cover, and bound by a colorful strap. Attractive, yet efficient, the finished package is an airtight sales booster.

General Electric has no stock of ready-made containers at Number One Plastics Avenue . . . but you will find a wealth of plastics packaging *ideas*, developed to give your product the attention it deserves. The nut box design shown here, for example, can be yours. Or your exclusive design, drawn to your own specifications, can be quickly produced as a part of General Electric's *complete* plastics service.

Engineering, tooling, custom-molding—all the expert facilities you need are right at hand when your package is produced by General Electric. Take advantage of this unique service. To launch a new product—or to stimulate sales of an old one—it pays to talk over fresh, new container ideas with General Electric. Write to: Section AB-10, Plastics Division, Chemical Department, General Electric Co., 1 Plastics Avenue, Pittsfield, Massachusetts.

GENERAL ELECTRIC

CD48-F6

EVERYTHING IN PLASTICS

(Sample of label for Miller Brewing Co., Milwaukee, Wis., cut from full size press sheet)

Billions of Beer Labels are printed each year on Reynolds Aluminum

More than one hundred of the four hundred U. S. breweries use Reynolds Aluminum labels because they give the product: (1) Eye-Appeal; (2) Quality Impression; (3) Lasting Identification—Reynolds labels will not wash off under wet refrigeration. Let us show you how your label design will *stand out* and *stand up* printed on Reynolds Aluminum beer label stock.

REYNOLDS METALS COMPANY • RICHMOND 19, VIRGINIA

REYNOLDS METALS

Reynolds Aluminum

There's "magic" in these six numbers

...PERHAPS "MAGICAL" PROFITS FOR YOU, TOO

WHAT DO THESE NUMBERS DO? They pinpoint the six advantages of packaging products in metal containers.

ONE: Cans fill and close easier... faster.

TWO: Cans are break-proof.

THREE: Cans protect contents from light, air, dirt, insects, moisture.

FOUR: Cans are lightweight... mean lower shipping costs.

FIVE: Cans stack easier... stay that way.

SIX: Cans mean eye-appeal for impulse buying.

What other type package gives you *all* the advantages of metal containers?

None!

AMERICAN CAN COMPANY
New York • Chicago • San Francisco

This trademark CANCO *is your assurance of quality containers. Look for it!*

Packaging

. . . in its simplest, most widely used form

In thousands of retail stores the country over, Gaylord Kraft Bags create and hold good will among store owners, clerks and, most important of all, customers.

Commonplace though the Kraft Bag may be, Gaylord uses the same high quality materials and precision manufacturing that have won leadership throughout industry for Gaylord shipping containers and folding cartons.

Gaylord Bags

Gaylord Boxes

Kraft Grocery Bags and Sacks ●
Kraft Paper and Specialties ●
Corrugated and Solid Fibre Boxes ●
Folding Cartons ●

186

GAYLORD CONTAINER CORPORATION, General Offices: ST. LOUIS

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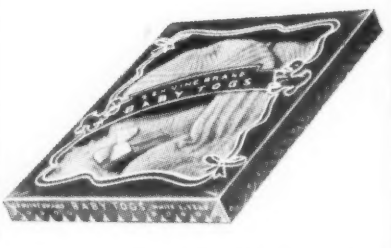
Weslaco • New Haven • Appleton • Hickory • Greensboro • Sumter • Jackson • Miami

LET MR. CELLOPHANE SOLVE YOUR PACKAGING PROBLEMS

BEHIND MR. CELLOPHANE are years of packaging experience. This store of knowledge is at your disposal to help you make best use of the unique visual and protective advantages of Sylvania Cellophane. Talk over your problems with us. You'll find us most cooperative.



Here's a natural for baby. Sanitary, dustproof overwrap assures cleanliness... makes an attractive package that's tops in sales appeal.

SYLVANIA CELLOPHANE

SYLVANIA DIVISION AMERICAN VISCOSE CORPORATION

Manufacturers of cellophane and other cellulose products since 1929

General Sales Office: 350 Fifth Avenue, New York 1, N.Y. *Plant:* Fredericksburg, Va.

FOLKS, MEET Wilbur–

Wonderful fellow! Odd looking? Naaah! He's just checking color proofs!

Dark glasses guarantee a dim view. Hoss blinkers block out sidelights and Powers models. Ear muffs intercept salestalk and stuff.

Dandy disguise, too, when clients or account men are looking for him.

Wilbur, you might say, is the Einstein of engraving buyers . . . man with the microscopic eye, and a camera conscience.

He plasters proofs with comments on light distortion, film thickness, emulsion, chrome content, dot disparity . . . causes hardened card-holders to punch out early and snivel over double Scotches in some dark saloon. But . . .

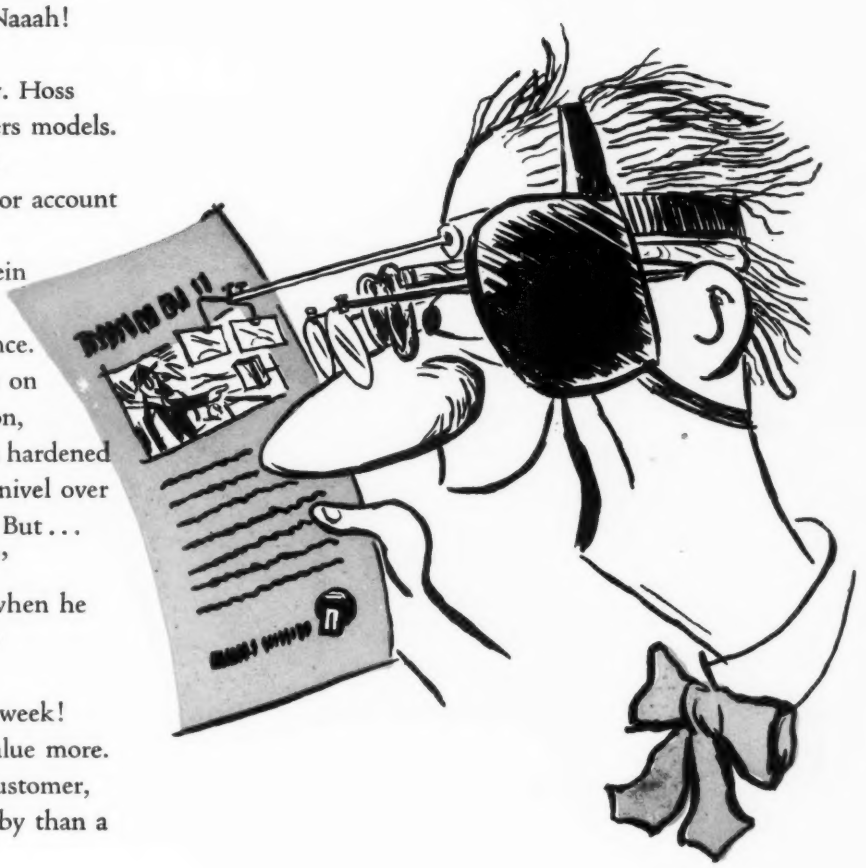
"Wonderful . . . just wonderful!"

That's all Wilbur said last week when he saw Intaglio's color proofs of the new package designs.

In fact, that's all Wilbur said last week!

No words, from nobody, do we value more.

Because Wilbur is a very tough customer, and his kind word is harder to come by than a Graphic Arts Award!



FOR A DOZEN YEARS Intaglio has been preparing gravure copy for reproduction . . . and satisfying tough customers!

Getting better every year, too! And helping gravure printers to do a better job.

Send us the original art, text proof, pattern . . . and your package production problems are over!

Advance proofs are available for approval.

Positives preserving maximum values . . . modified when necessary to meet mechanical requirements of individual printers, assure fine reproduction. And printers know they can rely on Intaglio positives.

Also pre-publication prints of gravure advertisements for dealer distribution and merchandising—are available at lower cost, on Intaglio's unique new multiple proving press . . .

When gravure art is also used in letterpress, we make superior process plates from the gravure negatives, save time and expense . . .

With day and night operation, both in Chicago and New York plants . . . Intaglio gives better service . . . and processes more gravure copy, editorial and advertising, full-color and monotone . . . than any other organization . . .

For the best in gravure, come first to . . .

Intaglio
SERVICE CORPORATION

America's First Gravure & Letterpress Servicers

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DETROIT: Intaglio-Cadillac Incorporated, 4240 Fourteenth Ave.

Make

more eyes reach for your product ...in cartons of Coated Lithwite*

GIVE YOUR PRODUCTS AN EYE-CATCHING ADVANTAGE AT THE POINT OF SALE, IN FOLDING CARTONS OF *COATED* LITHWITE... THE *QUALITY* CLAY-COATED BOARD, *PLUS!*

You don't hear much desk-pounding about "allocations" in many sales conferences, today. Instead, the talk is all about "sales quotas" . . . about ways to get a break over competition and move merchandise off dealers' shelves faster.

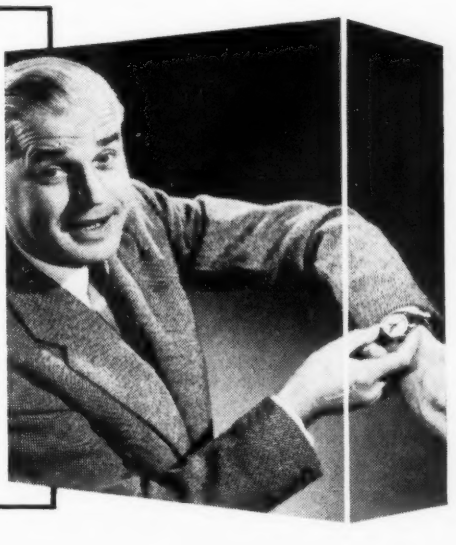
Many leading companies have discovered that one important way to give their products such a break is with eye-catching cartons of *Coated* Lithwite.

For this revolutionary clay-coated board (the clay-coating is filmed on with mechanical uniformity in one straight-through operation) is unusually white and bright. Its surface is chalk-free, velvet-smooth. Colors print brilliantly on cartons and packers of *Coated* Lithwite. Product pictures reproduce with sharp, "look-at-me" realism. Rub-resisting. Fade-resisting, too.

Worth investigating, isn't it? Write. We'll send a representative with complete facts.

Want more U.P.M.'s† from your filling machines?

†Would 5, 10, 15% more Units Per Minute from your filling machines mean worthwhile dollar savings to you . . . worthwhile extra production? Gardner-Richardson cartons—Precision Engineered for extra speed, less waste—have effected such savings for many companies. Why not let us study your cartons, your specifications, and your operations? Perhaps we can help work out similar savings for you. Write.



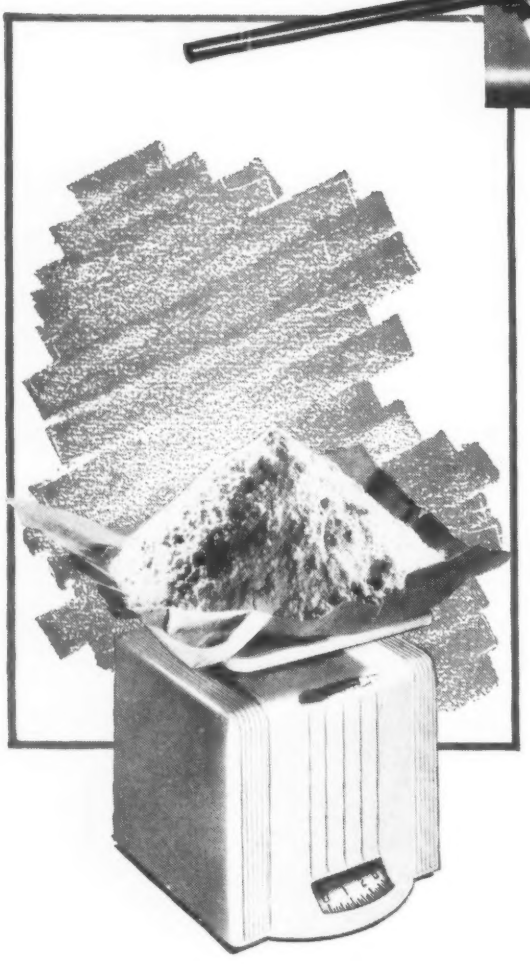
THE GARDNER-RICHARDSON CO.

Manufacturers of Folding Cartons and Boxboard, Middletown, Ohio

*Reg. U.S. Pat. Off. Sales Representatives in Boston, Chicago, Cleveland, Detroit, New York, Philadelphia, Pittsburgh, St. Louis

Which

would you prefer?



SPORTING EQUIPMENT COURTESY BOB SMITH'S, BOSTON

. . . A $1000 Duck Gun or a pound of any one of UPACO'S Adhesives

To any industrial marksman . . . with his sights set on higher profits . . . the answer is obvious! For he recognizes UPACO as a many-count leader and selects this quality line for his particular adhesive needs.

Like Daniel Boone . . . UPACO was, and continues to be, a pioneer. But unlike Boone, UPACO never found gun-totin' necessary to win public favor for its complete line of adhesives. Specific examples of this pioneering spirit are the roles UPACO has played in the development of synthetic resin adhesives for cellulose films, foils, polyethylene, pliofilm and countless other surfaces that have become an important part of today's packaging requirements. And as future adhering problems present themselves, Union Paste will continue its research to develop the right adhesive to meet these new demands.

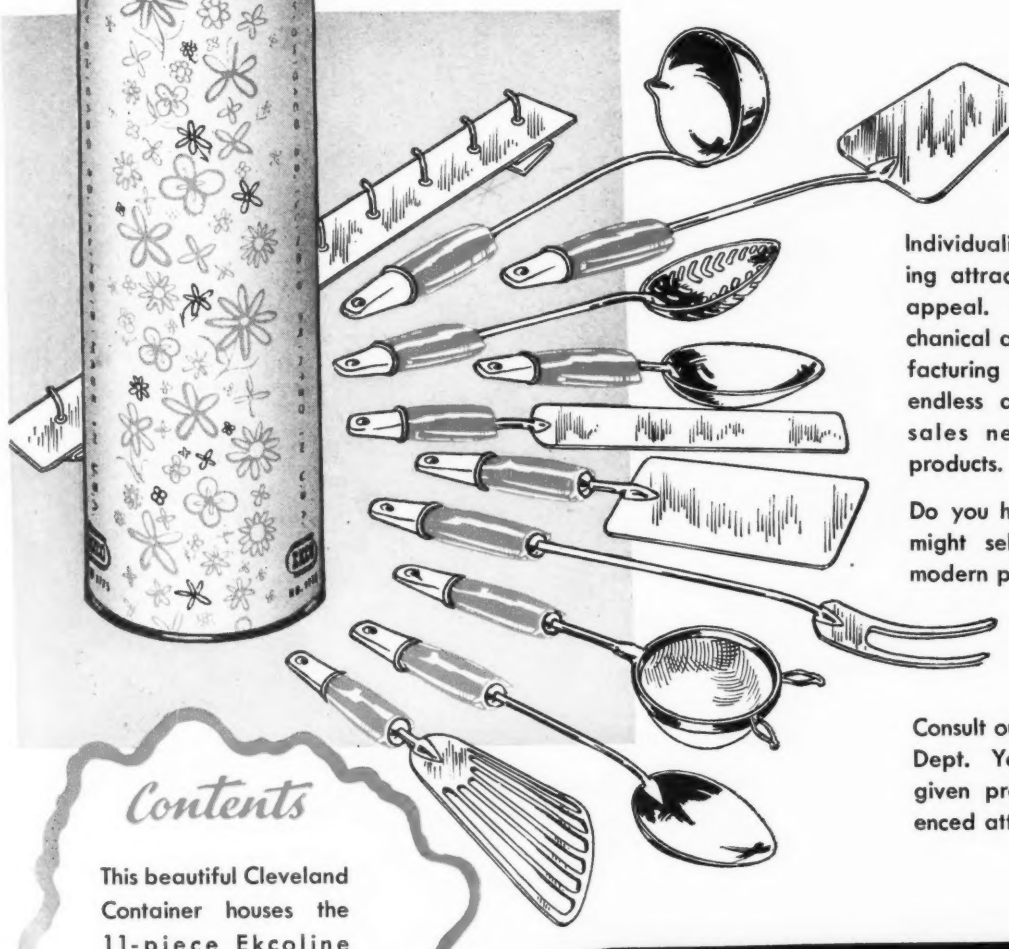
Drop us a line on your adhesive problems and we're willing to wager we'll hit the bull's eye.

THE UNION PASTE COMPANY
1605 HYDE PARK AVENUE HYDE PARK, MASS.

Kitchen Tools

. . . IN A MODERN CLEVELAND CONTAINER

This nationally advertised EKCOLINE KITCHEN TOOL SET reaches the bride or other recipient in a perfectly designed package. It is one more example of modern packaging possibilities obtained with CLEVELAND CONTAINERS.



Individuality... eye-compelling attractiveness . . . instant appeal. These, plus mechanical and low-cost manufacturing features, permit endless adaptation to the sales needs of various products.

Do you have products that might sell faster in more modern packages?

Consult our Creative Design Dept. Your inquiry will be given prompt and experienced attention.

Contents

This beautiful Cleveland Container houses the 11-piece Ekcoline Kitchen Tool Set . . . gladly featured by the retailer . . . eagerly purchased by the consumer.

The CLEVELAND CONTAINER Co.

6201 BARBERTON AVE. CLEVELAND 2, OHIO

- All-Fibre Cans • Combination Metal and Paper Cans
- Spirally Wound Tubes and Cores for all Purposes
- Plastic and Combination Paper and Plastic Items

PRODUCTION PLANTS also at Plymouth, Wisc., Ogdensburg, N.Y., Chicago, Ill., Detroit, Mich., Jamesburg, N.J.
PLASTICS DIVISION at Plymouth, Wisc. • ABRASIVE DIVISION at Cleveland, Ohio
SALES OFFICES: Room 5632, Grand Central Term. Bldg., New York 17, N.Y., also 647 Main St., Hartford, Conn.
CANADIAN PLANT: The Cleveland Container Canada, Ltd., Prescott, Ontario

FIRST...
You must have an Attractive Packaqe
TODAY, no one disputes the importance of packaging. Since 1901, the Heekin Can Company has been the leader in the development and improvement in true color reproduction on metal. Heekin expert lithographers will give you true color reproduction whether your order runs in the thousands — or the millions.
Buckeye
POTATO CHIPS
BUCKEYE FOODS, INC.
Pearl Brand
STEAKS
EDAL
HYGRADE'S
HONEY BRAND
TABLE GRADE
Vegetable
NU-MAID
OLEOMARGARINE

HEEKIN LITHOGRAPHED CANS

THE HEEKIN CAN CO. CINCINNATI 2, OHIO

SPLITTING HAIRS

Rolling Aluminum Foil 1/8th the thickness of a human hair is an astounding achievement, but COFCO'S highly experienced craftsmen, using specially designed machines equipped with electronic gauges, accomplish this every day.

COFCO Aluminum Foil in mill rolls up to 36 1/2" wide for conversion or special widths for automatic machine wrapping, is rolled to a uniform mirror finish in any thickness down to a minimum of .00023 inches. Spooled for your specific needs in widths from 5/8" upward for all commercial applications.

Why not investigate the possibilities of COFCO Aluminum Foil for your packaging needs? No obligation is entailed.

BEAUTY · PROTECTION · DISTINCTION · BRILLIANCE · ECONOMY

cofco

ALUMINUM FOIL

Sales Offices:

3318 East Lake St.
Minneapolis 6, Minn.

632 Fisher Building
Detroit 2, Michigan

527 Lexington Ave.
New York 17, N. Y.

238 W Wisconsin Ave.
Milwaukee 3, Wis.

214 Hippodrome Bldg.
Cleveland 15, Ohio

Cochran

COCHRAN FOIL COMPANY

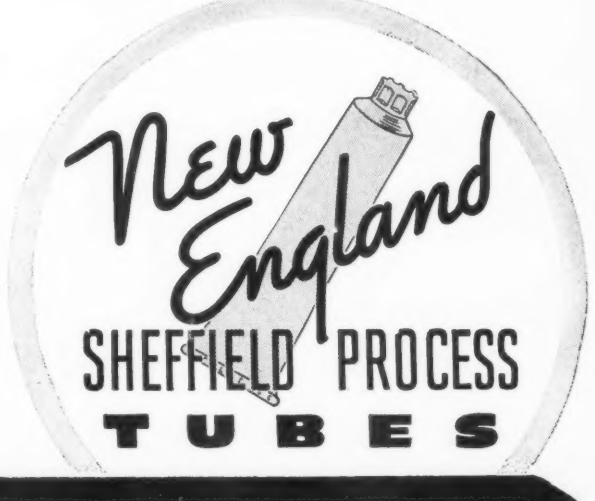
INCORPORATED

LOUISVILLE 10, KENTUCKY

Made-to-order for-each-other

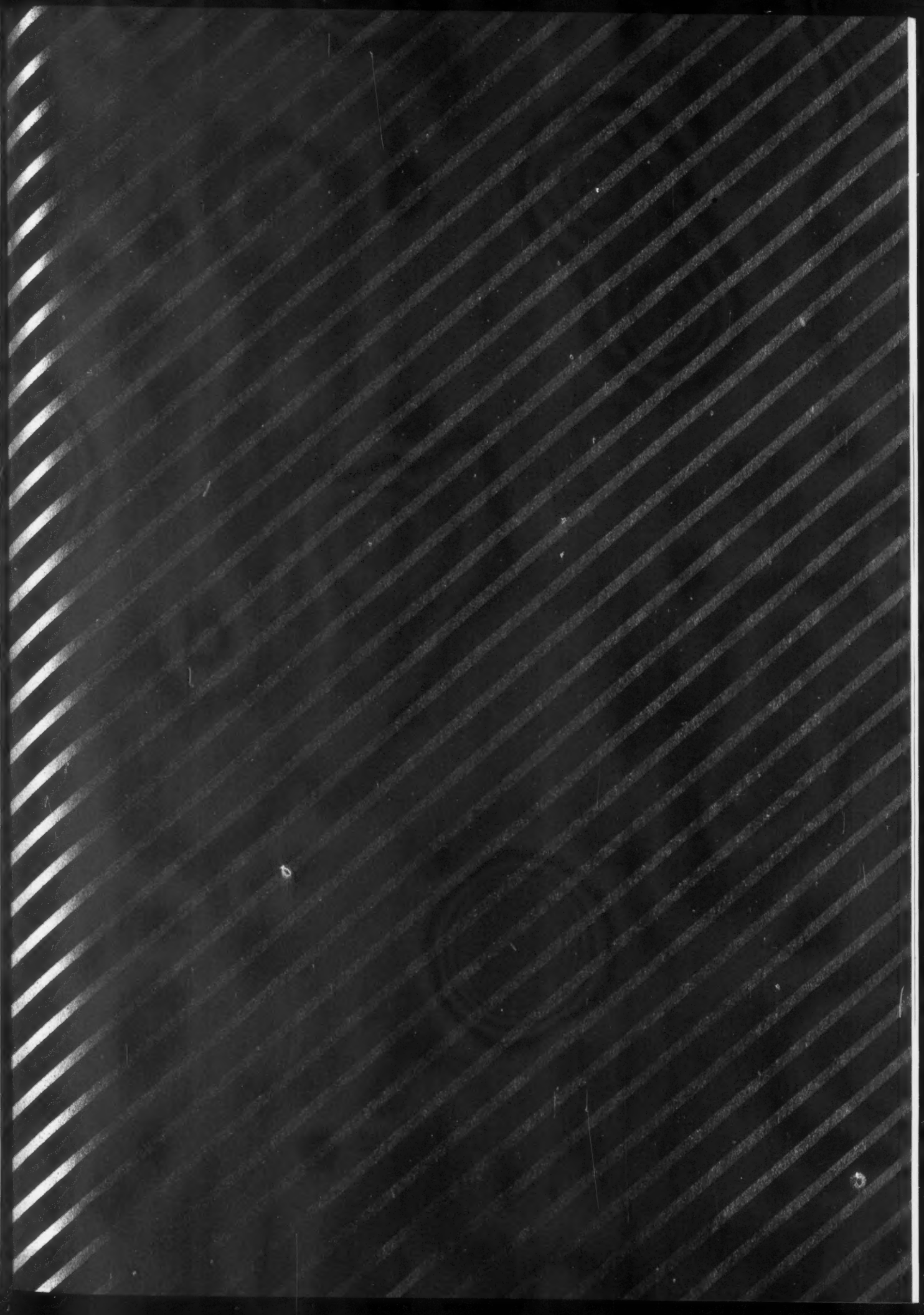
The Product–The Package

Summertime . . outdoor sports . . walking—net result: sore feet, and another fine product by DR. SCHOLL, for a sure market. The made-to-order package for the product: *New England* Collapsible Tubes! They're ideal because of their compact sturdiness, ideal for care-free packing in travelling bag, handbag, or the glove compartment in the car. There's no danger of breakage or messy leaking. Small wonder consumers prefer products in *New England* Tubes! Manufacturers like their light weight for shipping economies, their sturdy strength for cutting returned goods losses. This Dr. Scholl tube uses one of over 50 of New England's *exclusive* VINICOTE Inner Coatings which prevent reaction of product to tube metal, avoiding all danger of creep. Chances are *your* product is made-to-order for tube packaging. You'll find New England field men are trained to give you the kind of service and friendly cooperation you need. We'll welcome the opportunity to discuss your packaging problems, without obligation, of course. Call or write—TODAY!



NEW ENGLAND COLLAPSIBLE TUBE CO.

3132 S. CANAL ST., CHICAGO 16 • NEW LONDON, CONN. • W. K. SHEFFIELD, V. P., 500 FIFTH AVE., NEW YORK 18
T. C. SHEFFIELD, 7024 MELROSE AVE., LOS ANGELES 38 • C. W. MILLER, 151 COLE ST., SAN FRANCISCO 17
EXPORT DEPT: 500 FIFTH AVE., NEW YORK 18; CABLE "DENTIFRICE", NEW YORK



Perfection Decorative Papers Assure Distinctive Packaging

This is but one of our numerous attractive striped patterns obtainable in smart combinations for seasonal and year 'round usage.

box coverings

gift wrapping papers

display papers

Available in rolls and sheets—Write us for samples.
This sample is Pattern #0184-1
Red Suede Base Stock

ROYAL PAPER CORPORATION

Manufacturers of Decorative Papers

210-216 Eleventh Avenue New York 1, N. Y.

Attention to details..

ACE
Packaging that **ATTRACTS** *is the Packaging that* **SELLS**

Right at the very *beginning* of a packaging venture is the time to pay attention to *details.*

To consider every possible phase of construction, eye-appeal, practicality, copy—yes, all the details pertinent to good merchandising—is to follow a course which is the *cardinal rule* at Ace Carton Corporation.

DETAILS—sound, wise, innumerable—carefully considered—make for sensible development of Folding Paper Cartons.

• We can be helpful to you!

ACE CARTON CORPORATION

FOLDING PAPER BOXES • FOLDING DISPLAY CONTAINERS

5800 WEST 51st STREET, CHICAGO 38, ILL. • TELEPHONE PORTSMOUTH 1111

For increased sales potential...

...use NATIONAL CAN containers

The selling power of your product is stepped up three ways by a properly designed and handsomely lithographed metal container. It can gain the eye appeal of brilliant color. It can benefit by an ease of recognition, a look and personality of its own. It can create, as only metal can create, the correct impression of long-lasting product protection.

When you call in National Can, you get more than the assurance of colorful, sturdily constructed containers. You command a complete and closely cooperating lithography service, thoroughly equipped to act on problems of container design. And you draw upon all the skill and experience gained by National Can in nearly fifty years of metal lithography fabrication and processing.

To explore your product's sales possibilities to the full, make full use of National Can's facilities. You can readily obtain all details on our complete container service and supply — for "National Can is as near as your telephone."

6963

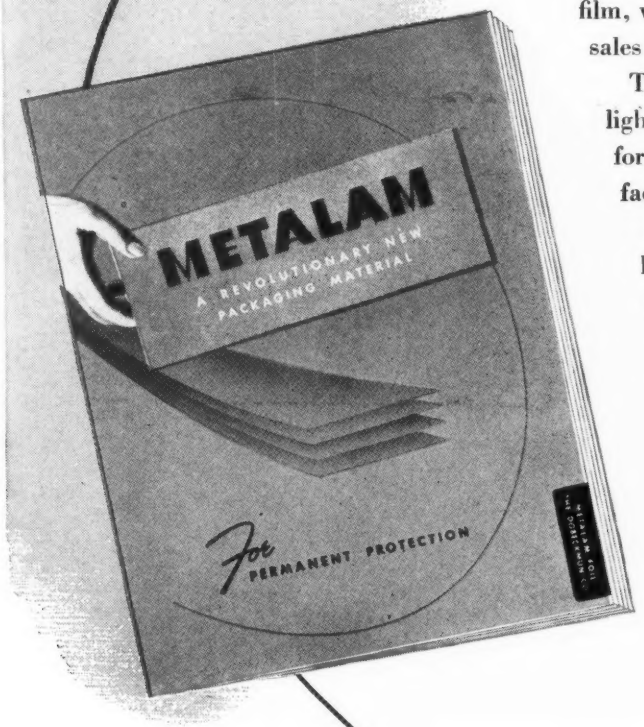
NATIONAL CAN CORPORATION

Executive Offices: 110 EAST 42nd STREET, NEW YORK 17, N. Y.

Sales Offices and Plants in: Baltimore, Md. • Indianapolis, Ind. • Chicago, Ill. • Maspeth, N. Y. • Hamilton, Ohio • Canonsburg, Pa. • Boston, Mass. • St. Louis, Mo.,

For samples or for unit packages . . . you get ACTION with

METALAM



Shining aluminum foil, laminated to sparkling, transparent film, with the powerful appeal of fine color printing for sales impact . . . that's METALAM.

This metal-clad package effectively bars moisture, light and odors. For samples, it puts your "best foot forward" by retaining quality, flavor, potency . . . in fact, all chemical and physical properties.

For "one-shot" packages of pharmaceuticals, dehydrated foods and similar products, METALAM combines this positive protection with attention value and attractiveness that make displays or other self-selling devices really self-starting. It is available in rolls, for modern, high-speed, automatic packaging machinery.

SEND FOR INFORMATIVE BOOKLET

Send for the booklet, illustrated, which shows the wide possibilities of METALAM . . . contains a rainbow-range of colored samples which may spark an idea for the improvement of your packages. Or, if you'd like definite suggestions, send us samples or descriptions of your products and we'll give you fast action. *The Dobeckmun Company, Cleveland 1, Ohio. West Coast Division, Berkeley 2, California.*

DOBECKMUN

Self-selling packages in processed films and foils

For details and samples, attach coupon to your letterhead and mail.

The Dobeckmun Company,
Cleveland 1, Ohio

Please send METALAM booklet, with samples.

_____
Your name here

Branches:
Atlanta, Boston, Chicago, Cincinnati, Los Angeles, New York, Philadelphia, Portland, St. Louis, St. Paul and Seattle. Representatives everywhere.

to remember about effective packaging

Sales . . . protection . . . economy! All three of these subjects should be considered in planning an effective package, say leading merchandising authorities.

Since 85% of a shopper's buying impressions come through her eyes, the *transparency* of Du Pont Cellophane does a direct selling job. It lets your product be its own best salesman.

And you can get chemically tailored protection to meet a wide range of packaging requirements from this material that *protects* what it shows. From Du Pont research have come more than 50 different varieties of transparent films.

Because it gives you transparent protection *at lowest cost*, you end up with true packaging economy when your choice is Cellophane (plain or printed). And Du Pont Cellophane operates with high efficiency on automatic packing machinery—another economy feature! E. I. du Pont de Nemours & Co. (Inc.), Cellophane Division, Wilmington 98, Delaware.

Du Pont Cellophane

Shows what it Protects—at Low Cost

DU PONT

REG. U.S. PAT. OFF.

BETTER THINGS FOR BETTER LIVING
. . . THROUGH CHEMISTRY

There are lots of ways to use HIP·O·LITE

As a spread on graham crackers, Hip-O-Lite rates high with the juvenile set. But that is only one of countless uses for this delicious product. Smart housewives use Hip-O-Lite with ice cream, gelatin, puddings and salads, to mention just a few. Even the simplest dishes take on the "caterer's touch" when topped off with Hip-O-Lite.

Crown Lug Caps are used by the Hip-O-Lite Company of St. Louis as closures for this product. These caps give a tight, dependable seal because their structure is flexible. The "down-pull" is uniform and evenly distributed. As in all Crown Closures, the liner materials used in these caps have been carefully determined to give maximum efficiency with this particular type of product.

When you are selecting closures, make sure you get the closure and liner that's scientifically correct for your product. Crown's wealth of sealing knowledge, acquired through many years of working closely with packers, is at your disposal. Crown Cork & Seal Company, Baltimore 3, Maryland. *World's Largest Makers of Metal Closures.*

Approved by Millions of Housewives

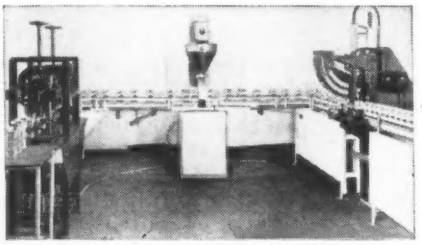
CROWN CLOSURES

Q: WHAT ALL-IMPORTANT FEATURE DO THESE BAGS HAVE IN COMMON?

A: THE UNIQUE, FOOD-PROTECTING ABILITY OF BETNER PATENTED THERMOSEAL* BAGS!

Our demon statistician, trying hard not to show bias, has figured that just about 20% more protection is given by Betner Thermoseal* Bags.

If he is very far wrong, we'll hear from our competitors. If he is close to right, we should be hearing from you. Because—any food processor who is proud of his product, who wants it delivered to consumer in the best possible shape, won't be happy 'til he knows all about Thermoseal*, the heat-sealed bag.



Bag inserter, filler and heat sealer for filling and closing bags in cartons.

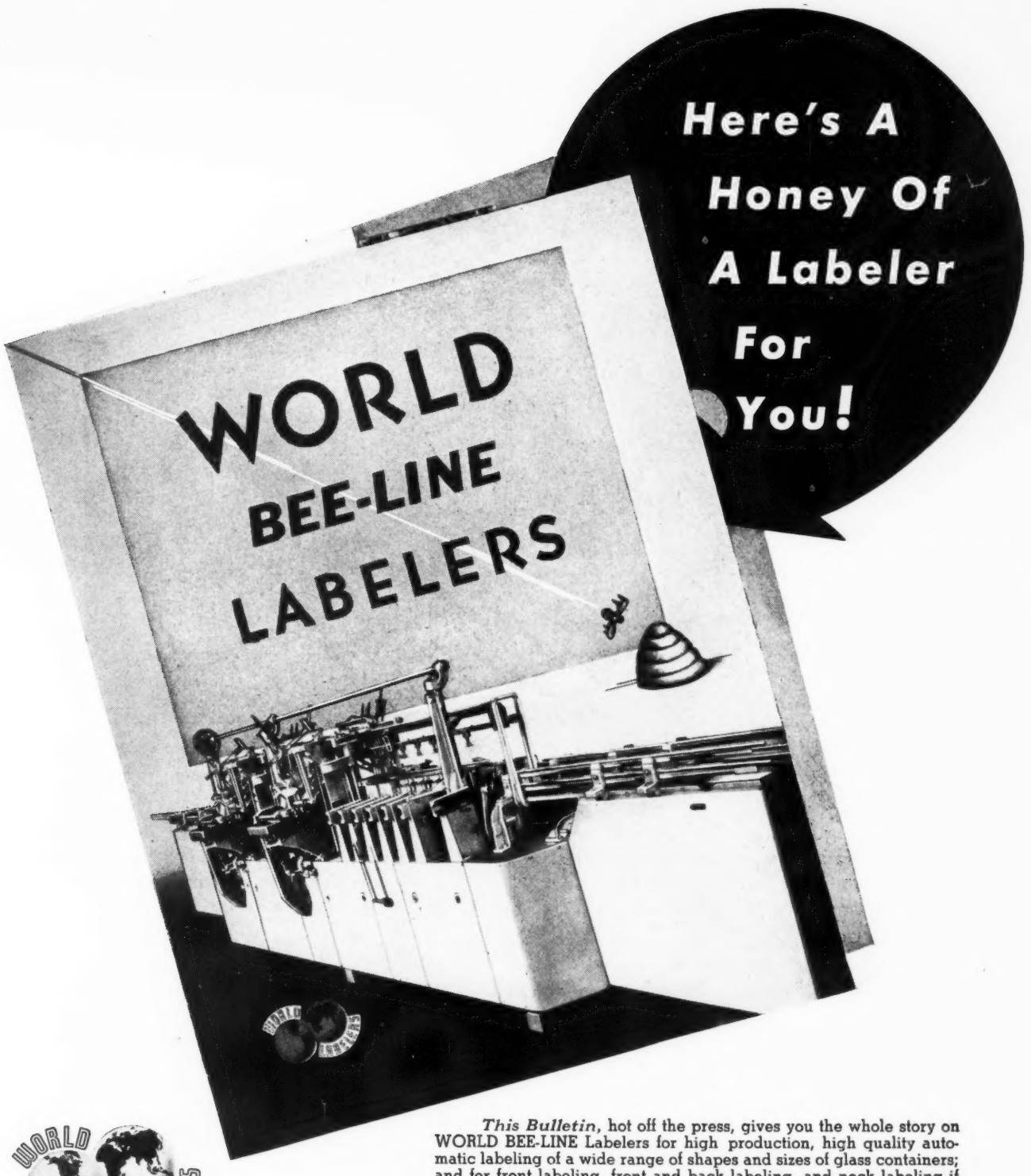
Those five products shown above—and a raft of other eminent U. S. foods are bodyguarded from plant to pantry by Thermoseal*. If you'd like a package for *your* product that is sift-proof, moisture-vapor-proof, that keeps insects *out* and flavor *in*, ask us about Thermoseal*.

*Trade Mark Reg. U. S. Patent Office

Benj C Betner Co DEVON, PA.

BENJ C BETNER CO of CALIFORNIA, LOS ANGELES, CAL.

A complete bag service—from idea to finished bag to machinery for closing coffee bags and filling and closing liner bags for cartons.



This Bulletin, hot off the press, gives you the whole story on WORLD BEE-LINE Labelers for high production, high quality automatic labeling of a wide range of shapes and sizes of glass containers; and for front labeling, front and back labeling, and neck labeling if desired, for a wide range of label sizes and shapes.

Find out what it means in terms of quality, quantity and economy to put your glass packages on the BEE-LINE. Ask us to mail you the new BEE-LINE Bulletin.

WORLD LABELERS

"YOU GET THE BEST LABELERS IN THE WORLD"

ECONOMIC MACHINERY COMPANY

Builders of World Automatic and Semi-Automatic Labelers for Every Purpose

WORCESTER, MASSACHUSETTS

New York Philadelphia Pittsburgh Chicago San Francisco Los Angeles Denver Louisville Salt Lake City El Paso Seattle Portland Phoenix London Montreal Toronto Winnipeg Newfoundland Vancouver Mexico City Sydney, Australia Wellington, N.Z. San Juan, P.R. Ciudad Trujillo, D.R. Honolulu, T.H.

Tupperware

Canister Sets, Refrigerator Bowls, Cups, Saucers, Pitcher, Creamer, Sugar Bowl, Wonder Bowl with cover and Tumblers are

Tupperware

by

Tupper Corporation

Silver, napery, cutlery, glassware, etc., by others

The Penalty of Leadership

Once, quite a long time ago, an advertisement was written about a very fine automobile. This car was just about the finest of its time . . . it still is, in the consideration of lots of folks.

The caption of that advertisement was the same as this, and among the thoughts expressed was that whenever an individual, an institution or a product has attained such a position, they, or it are in constant competition with themselves.

A position such as this immediately establishes a code of behavior, less than which it is impossible to contemplate. All, occupying this place are bound by this code to become stewards—guardians of sharply defined ideals and principles. Intimate association is possible only with others of comparable stature.

It's no easy position, this one of Leadership. There are temptations . . . constant and insidious, against which there must be unceasing watchfulness and which must be courageously met and sternly and decisively rebuked.

And so, because the story of the ideals that produced a great car and a great organization so closely parallels our own, we liken ourselves, our product and our anticipated future activities to it.

For, when TUPPERWARE is designated as the winner of the only award possible to bestow in its group classification . . . one from among thousands, then are we indeed worthy to put on the mantle of a Leader.

And that this mantle may never lose its significance, it is a natural sequence that we, as custom molders of fine plastics may only serve other comparably fine products, secure in the mutual assurance that they and we will retain our respective positions through such association.

A communication addressed here may very well initiate a joining of the "winning ways" of Tupper with your own excellent product, to the everlasting credit of both.

TUPPER

TUPPER CORPORATION FARNUMSVILLE MASS.

New York Showroom, 225 Fifth Ave.

COPYRIGHT 1948

Gown by Maurice Rentner

Lithography by STECHER-TRAUNG

FOUR WORDS THAT COUNT!

Lithography by STECHER-TRAUNG really means something. Perhaps you're a food processor seeking the best selling label you can put on your product —or a manufacturer searching for prestige-building advertising literature—or a producer of packaged goods striving for outstanding shelf appeal. The answer is the same: you will achieve end-results *easier*, *more economically*, and *more surely* by using "LITHOGRAPHY BY STECHER-TRAUNG."

Dynamic, *natural* FULL COLOR lithography, as produced by Stecher-Traung, is yours at big savings. For money-saving ideas and solution of your problems on FULL COLOR lithography, get in touch now with our nearest branch office or either of our plant offices.

Specialists in FULL COLOR

ADVERTISING MATERIAL

LABELS BOX WRAPS GREETING CARDS

SEED PACKETS FOLDING BOXES

MERCHANDISE ENVELOPES AND CARDS

STECHER-TRAUNG

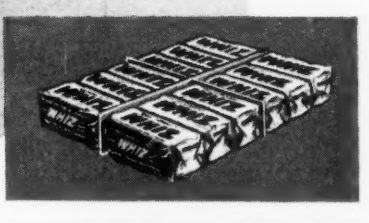
LITHOGRAPH CORPORATION

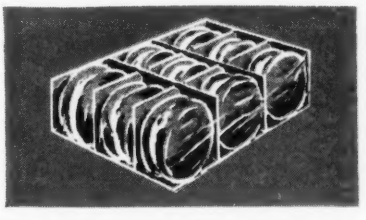
Rochester 7, New York • San Francisco 11, California

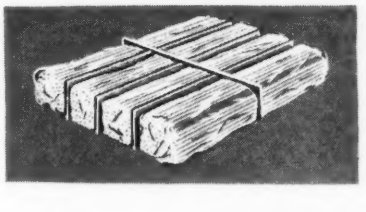
BRANCH OFFICES Baltimore, Boston, Chicago, Columbus, Harlingen, Los Angeles, Macon, New York, Oakland, Portland, Sacramento, St. Louis, Seattle

PACKAGING BY *Traver*
MEANS

PROTECTION
PLUS **SALES APPEAL**







Brach's luscious chocolate covered cherries reach the consumer in perfect condition in Traver's Loxtite partitions. Each piece of candy rides safely in style in its individual compartment. Why not make sure that your product reaches market in the same perfect condition by investigating the possibilities of Traver's Loxtite partions for your particular package. Loxtite partitions are ideal for all types of external and internal packaging of fragile articles.

Sales Offices in Chicago, New York, Philadelphia, Pittsburgh, Cleveland, Kansas City, St. Louis, Dallas, Detroit, Oakland

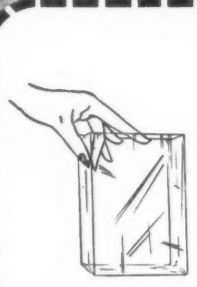
Write or wire for information.

Traver CORPORATION

TRAVER CORPORATION, 366 W. ONTARIO ST., CHICAGO 10, ILLINOIS

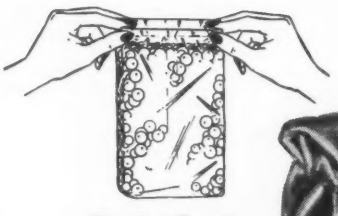
CONVERTERS AND PRINTERS OF CELLOPHANE, PLASTICS, ACETATES, FOIL AND GLASSINE

Now BULK FOODS PACK FASTER WITH KELLOGG *Green Label* EXPANSION BAGS

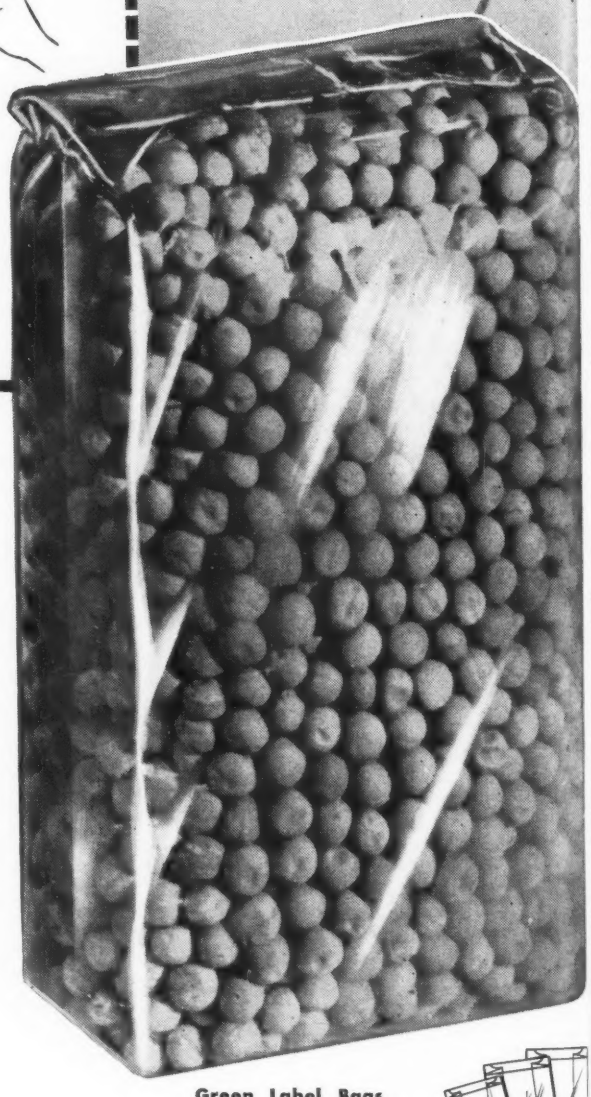


GREEN — flare open easily, clear to the bottom, with a one-handed motion.

LABEL — quickly fill by shell, scoop or hopper-spout because they stay open.



BAGS — fold easily with a quick twist to cut time of closing operation in half.

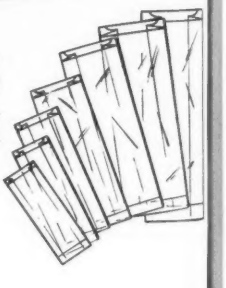


Grocers know that the faster they can pack bulk foods — dried vegetables, fruits, cookies and the like — the better their profits.

Now they can *boost* these profits by using Kellogg Green Label Expansion Bags—the sparkling cellophane package that handles easiest and costs less. It takes only one hand to open a Green Label Bag *from top to bottom* for more rapid filling . . . a quick twist to close it in *half* the time it takes to close an ordinary bag. There's a *big* difference, a noticeable difference, between Green Label Bags and old fashioned satchel-bottom bags.

Green Label Bags are another example of how Kellogg Packaging Experts continue to put their knowledge to work making things easier for *you*. If you have a similar — or radically different — packaging problem, take it to Kellogg. They'll show you how your products can be traded up through *better* packaging.

Green Label Bags are available in all sizes, ¼ to 5 lbs., 150 bags to a box.



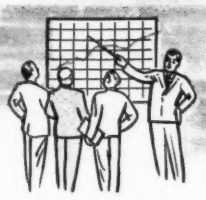
WORLD'S LARGEST MANUFACTURER OF ENVELOPES USE

KELLOGG CONTAINER DIVISION

UNITED STATES ENVELOPE COMPANY • SPRINGFIELD 2, MASS.

CONTAINER MANUFACTURER • PRINTING • CONVERTING • • Cellophane • Pliofilm • Glassine Foils • Vinyls • Polyethylene • Rigid and Flexible Acetate • Coated and Specialty Papers

When you talk about MARKETS



...you're talking about WOMEN!

THE CONSUMER goods market is three-fourths—women. They make 3 out of 4 retail purchases. Keep that in mind and you'll never design, *package* or merchandise a product according to men's ideas of how *women* buy. Topflight merchandisers avoid that. They've learned that *the 65 million adult women who buy ¾ of all goods sold at retail* DO NOT think, behave or *buy* like men.

Manufacturers' nation-wide surveys, for example, confirmed by the experience of leading retail organizations, show that women make 75% of their decisions as to *what brand* to buy at the point-of-sale—*on impulse!*

Impulse buying is *sight* buying. In the stores—where women react to what they SEE—the *appearance of your package* is a decisive sales factor. Never underestimate the power of the package.

HOW TO MAKE YOUR PACKAGE *Sell!*

Let Ritchie help you develop (at low unit cost) a package that meets the increasing challenge of self-service retailing. A practical, production-planned package that instantly identifies, fully protects and conveniently dispenses your product. Easy to fill or pack — to handle — to stack or display. An attractive, eye-stopping, SELLING package.

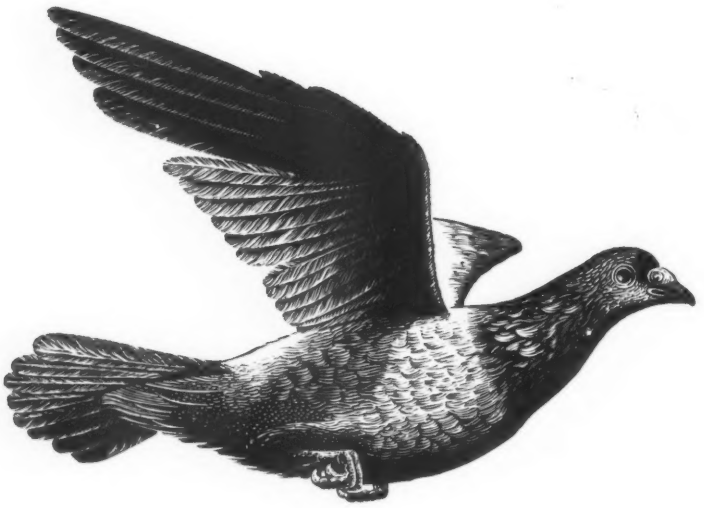
PATRICIA ALPHIN featured in **"UP IN CENTRAL PARK"** a **UNIVERSAL-INTERNATIONAL** production. As the motion picture industry capitalizes on *good looks*, keen merchandisers capitalize on the selling power of an *attractive* package.

Never the Power

W.C. Ritchie and COMPANY
8840 Baltimore Avenue • Chicago 17
★ SET-UP PAPER BOXES
★ FIBRE CANS
★ TRANSPARENT PACKAGES
TRADE MARK

Underestimate of the Package!

NEW YORK • DETROIT • LOS ANGELES • ST. LOUIS • CLEVELAND • CHARLOTTE • JACKSONVILLE



As CARRIERS

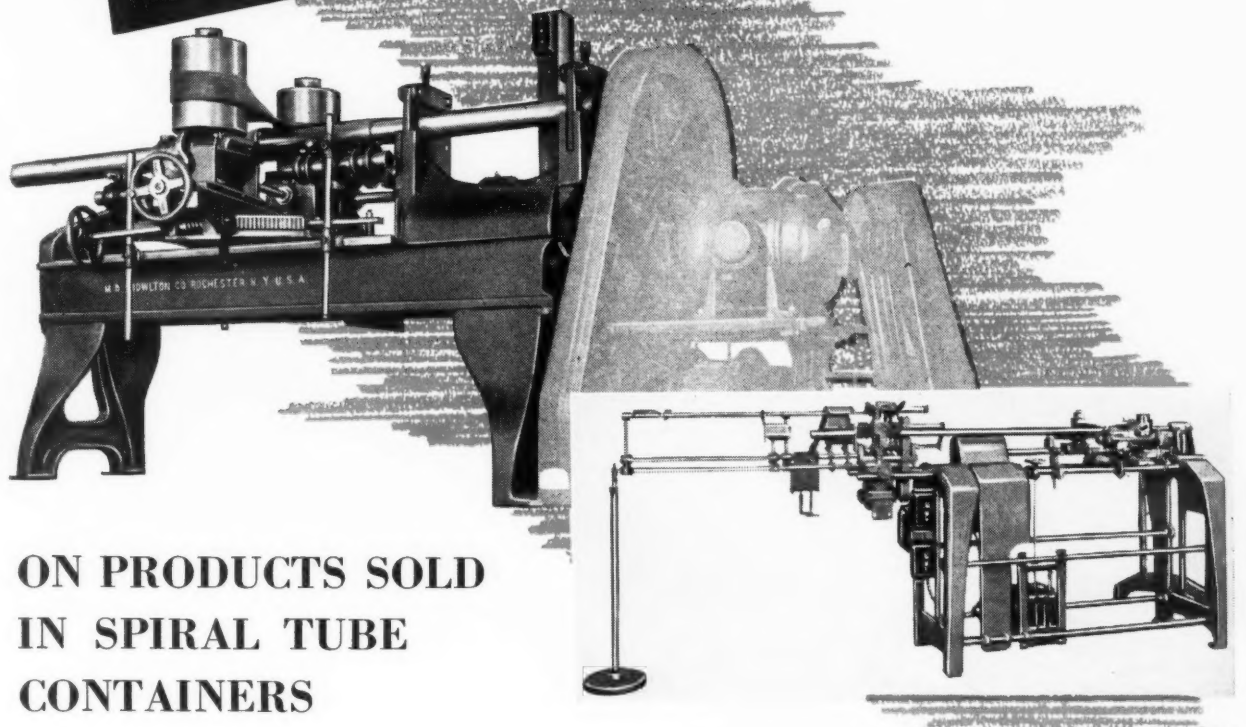
of selling messages, your printed pieces should combine compelling art, working words and striking printing. But most important of all, the paper they are printed on makes the first impression on your prospects. That's why wise buyers add the finishing touch of quality to their printing by specifying Oxford Papers to carry their sales story.

OXFORD PAPERS

230 Park Ave., New York 17, N. Y.

DISTRIBUTORS IN 48 KEY CITIES, COAST TO COAST

PROFITS OFTEN GREATER



ON PRODUCTS SOLD IN SPIRAL TUBE CONTAINERS

Low cost spiral wound paper tube containers are used to market or ship thousands of industrial and commercial items. Many food, chemical, cleanser and cosmetic processors are using a Knowlton #4 Spiral Tube Winder to produce them.

This machine winds tubes from 2 to 21 plies and in diameters from ¾" to 8". Tubes may be coated or impregnated for moisture or vermin proofing inside or outside.

Equally versatile is the Knowlton #77 Spiral Tube Winder which produces extremely strong small diameter paper tubes. The #77 winds 2 to 5 ply paper tubing from ¼" to 1" in diameter. Especially applicable for cosmetic, hygienic or surgical supplies and similar items where protection from breakage or disintegration is important.

We'll gladly tell you more about these machines, their capacity, and facts and figures that prove their production economy and profit possibilities.

BOSTON
637 Massachusetts Ave.
(ARLINGTON)

M. D. Knowlton Company

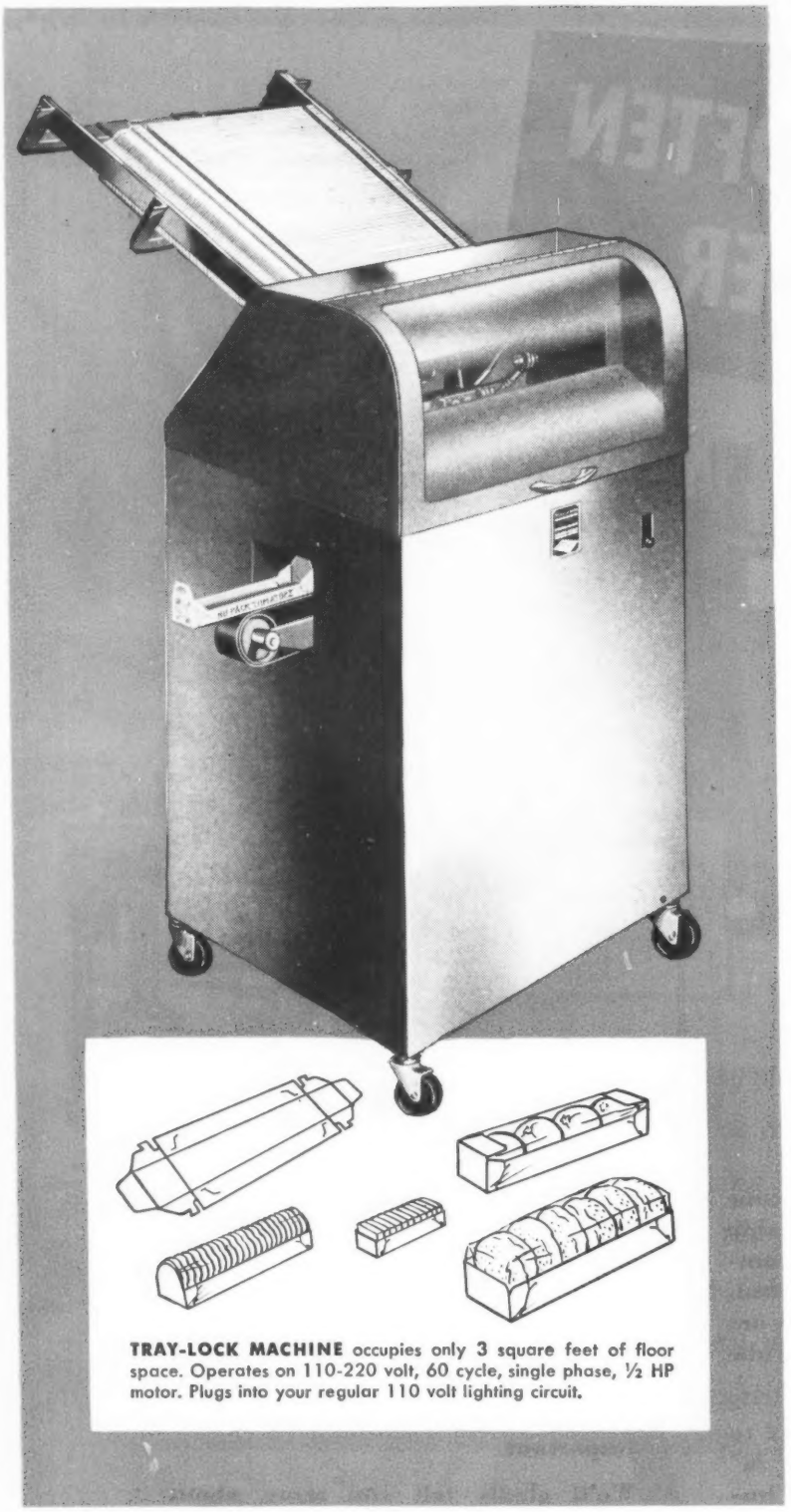
BROOKLYN
45-53 Beaver St.

CHICAGO
9 S. Clinton St.

TORONTO, CAN.
260 Richmond St., W.

Pacific Coast Representatives
H. W. BRINTNALL CO.
Los Angeles, San Francisco, Seattle

ROCHESTER, NEW YORK



TRAY-LOCK MACHINE occupies only 3 square feet of floor space. Operates on 110-220 volt, 60 cycle, single phase, ½ HP motor. Plugs into your regular 110 volt lighting circuit.

Better cartons... at greater speed ...for less money

Maybe you're paying too much for cartons. Maybe your packaging line moves too slowly. Maybe your cartons aren't as good as they could or should be.

There's a simple, sturdy, reasonably priced machine that can do something about all three . . . immediately.

It's the new General Mills Tray-Lock Machine that turns out tray-type, locked-end cartons from inexpensive, flat *unglued blanks* . . . automatically.

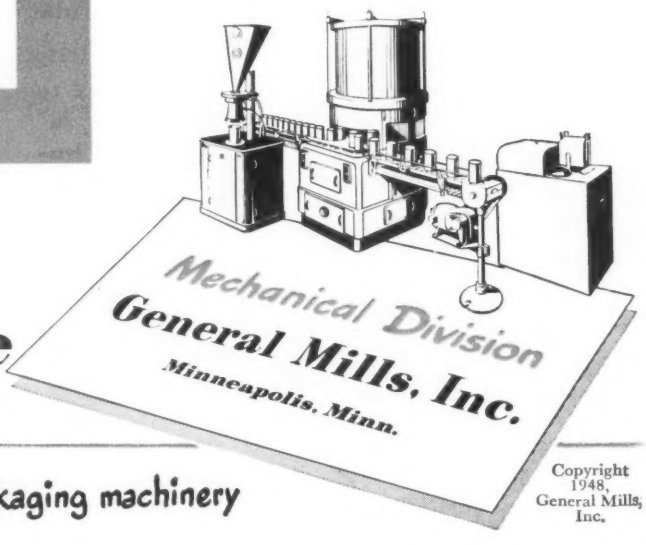
Carton sizes? Anything from 1″ to 2½″ high, 2″ to 6″ wide and 4″ to 13″ long . . . all on the same machine. And size change-over is a simple 10 minute job.

Speed? Any speed your filling operation calls for . . . up to 90 ready-to-fill cartons a minute, day-in day-out.

Check these points: Completely automatic operation saves labor cost. No glueing saves carton cost. High, controlled speed cuts production time. Sturdy, perfect cartons mean fewer rejects, less waste.

If you use finished-edge trays or telescope boxes, you'll want the new Finished-Edge Carton Former which has the same speed and versatility as the Tray-Lock Machine.

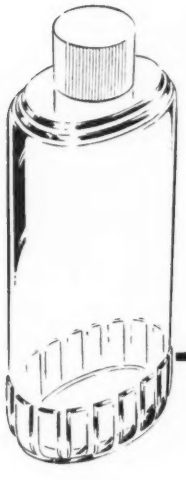
For complete data on these or other General Mills Packaging machines, (ice cream carton set-up and closing units, Vacuflow Powder Fillers) write to Dept. M108, Mechanical Division, General Mills, Inc., 1620 Central Ave., Minneapolis 13, Minn.



General Mills Tray-Lock Machine

Made by one of the world's largest users of packaging machinery

Copyright 1948, General Mills, Inc.



● This flint glass, machine made bottle is one of the newest Carr-Lowrey numbers. It is identified as style No. 431 and is ideally suited for the better quality perfumes and cosmetics.

A Carr-Lowrey representative will give you full information about this number or suggest other containers from our wide variety of stock designs.

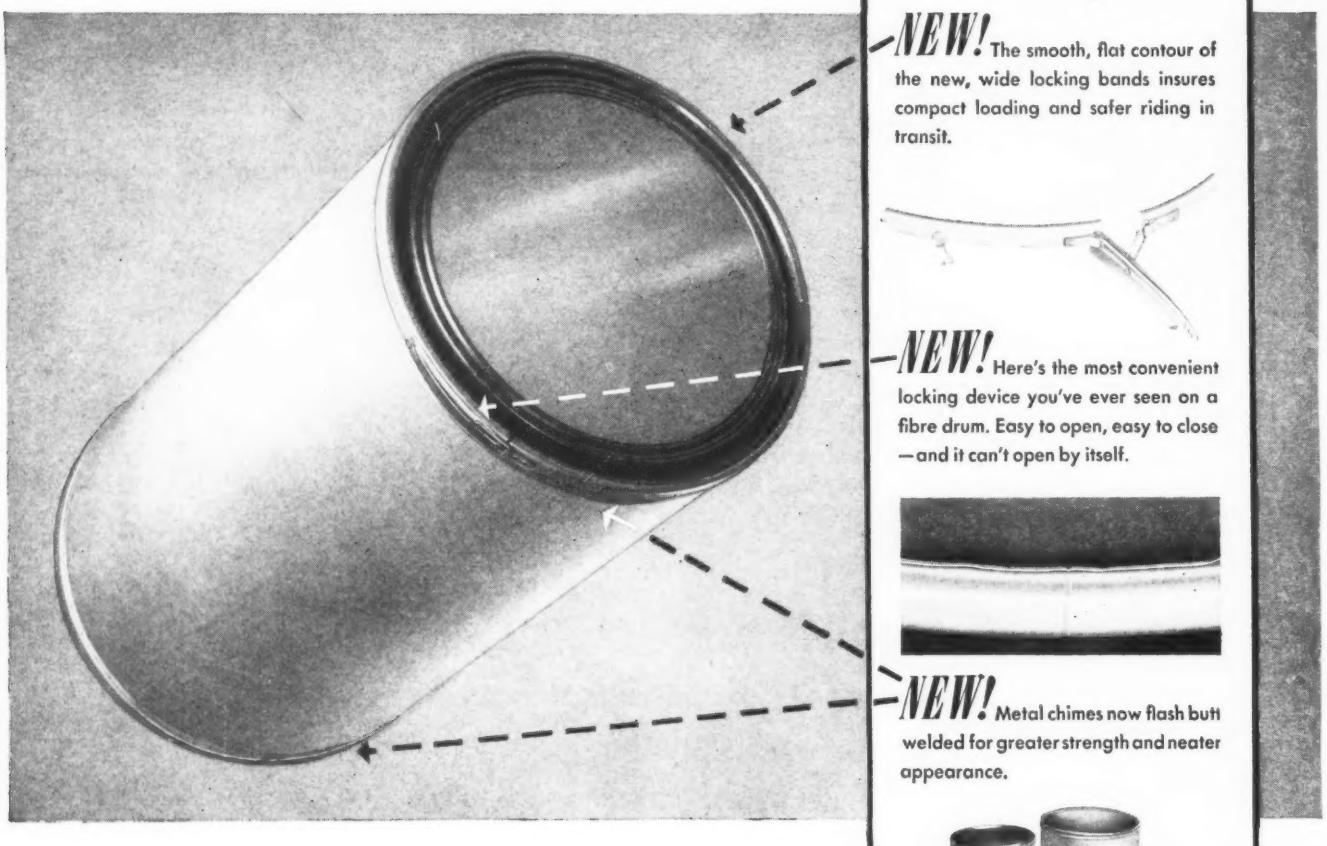
CARR-LOWREY GLASS CO.

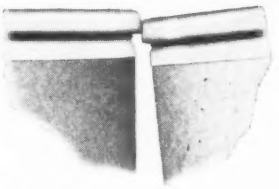
Factory and Main Office: BALTIMORE 3, MD. • *New York Office:* 40 WEST FORTIETH STREET • *Chicago Office:* 1502 MERCHANDISE MART

ANNOUNCING *Continental's improved*

LEVERPAK DRUM

with "flat contour" locking band for better stowing and shipping

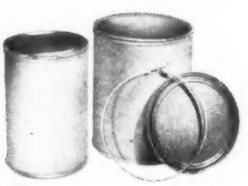




NEW! The smooth, flat contour of the new, wide locking bands insures compact loading and safer riding in transit.

NEW! Here's the most convenient locking device you've ever seen on a fibre drum. Easy to open, easy to close—and it can't open by itself.

NEW! Metal chimes now flash butt welded for greater strength and neater appearance.



NEW! Advances all along the line—improved materials, processes, techniques and equipment.

Here is the best-looking, most serviceable fibre shipping drum we have ever produced. From its newly designed cover—secured by the new "flat contour" locking band—to its easy stacking base, the improved Leverpak drum is engineered for rugged use and re-use.

If you have a dry product to ship, the improved Leverpak is the drum to ship it in—for greater product protection, easier handling, better appearance and all around efficiency. May we send you the full details on the Leverpak drum and its shipping mates, the all-fibre Fiberpak drum and the re-designed metal-end Stapak drum? A postal card will bring you the full story without obligation.

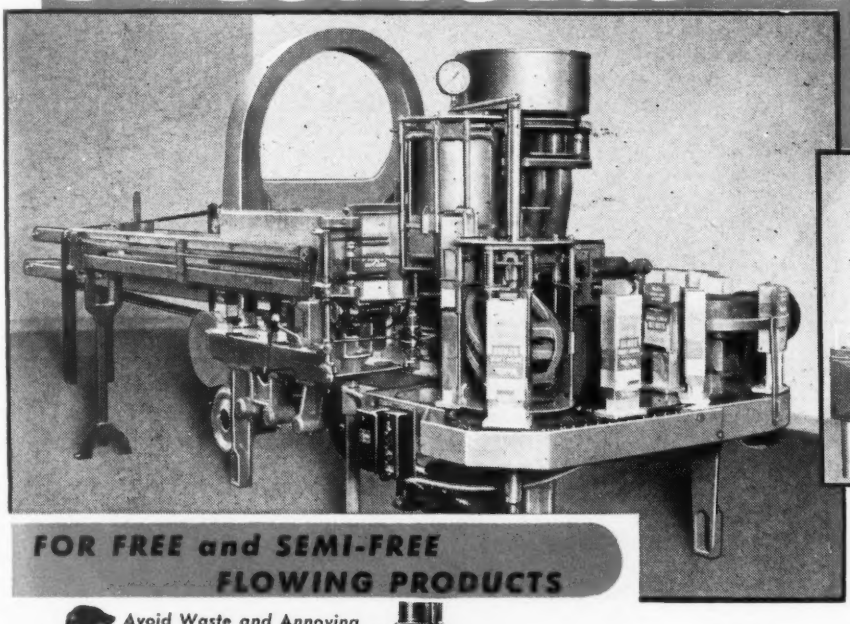
CONTINENTAL CAN COMPANY

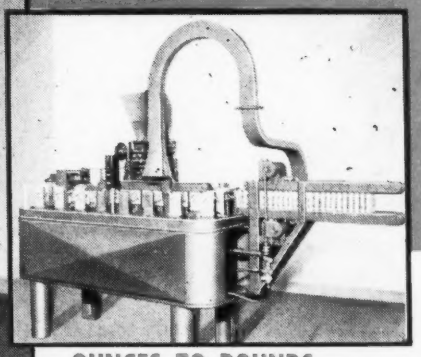
The Container Company Division

VAN WERT, OHIO

SALES OFFICES: NEW YORK · PHILADELPHIA · CHICAGO
CLEVELAND · PITTSBURGH · ST. LOUIS · LOS ANGELES

SAVE TIME... SAVE SPACE... SAVE LABOR WITH PACKOMATIC CARTON FORMERS FILLERS SEALERS

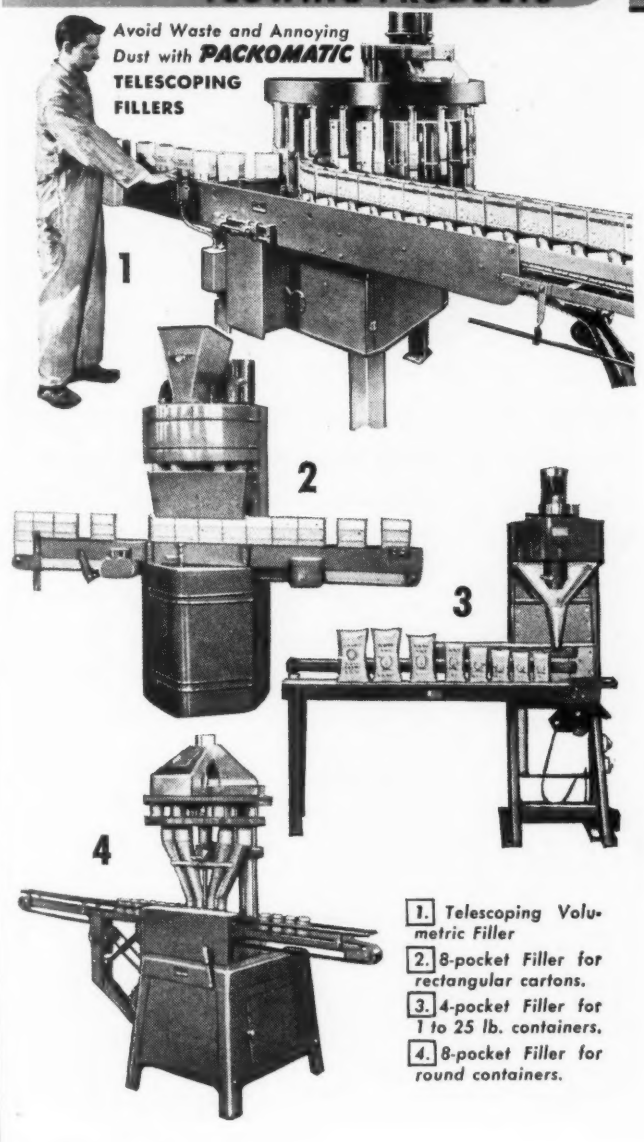




OUNCES TO POUNDS—standard containers or individual serving or sample packages, formed, filled and sealed automatically with PACKOMATIC top and bottom carton sealers and volumetric fillers. Standard model left; miniature model above.

FOR FREE and SEMI-FREE FLOWING PRODUCTS

Avoid Waste and Annoying Dust with ***PACKOMATIC*** **TELESCOPING FILLERS**



1. *Telescoping Volumetric Filler*
2. *8-pocket Filler for rectangular cartons.*
3. *4-pocket Filler for 1 to 25 lb. containers.*
4. *8-pocket Filler for round containers.*

Whether you plan to package your product automatically for the first time, or want to modernize your packaging line, PACKOMATIC's 25 years' experience in designing and building specialized equipment for the nation's foremost manufacturers of packaged products will help you.

Illustrated are typical PACKOMATIC standard carton forming, filling and sealing machines. These units are available NOW—for almost immediate delivery—to help you put your packaged products on dealers' shelves in perfect condition with less labor, in less time, and for less money than you have ever done it before.

Write today for colorful literature on any or all of PACKOMATIC's packaging machinery for carton forming, filling, sealing or shipping case gluing and sealing—or tell us about any specific packaging project and we will be happy to advise you, without cost or obligation. J. L. Ferguson Company, Joliet, Illinois.

PACKOMATIC
T. M. REG. U. S. PAT. OFF.
PACKAGING MACHINERY
J. L. FERGUSON CO. JOLIET, ILL.

Chicago, New York, Boston, Philadelphia, Tampa, Cleveland, Denver, San Francisco, Los Angeles, Baltimore, Seattle, Portland, Dallas, New Orleans

FOR PACKAGING SOFT POWDERED PRODUCTS

PACKOMATIC turret-type, auger packer-weigher, for flour and other soft powdered products. Handles containers from 6" to 22" high; weights from 1 lb. to 25 lbs.

YOURS "FOR THE DURATION"

HERE is a package that will be with you so long as the days of two-fisted, competitive selling last—for it is made to win against odds in tough markets.

I·L is a complete, single-dose package with *positioned printing front and back*—it is an economical package—a protective package—an attractive package—a merchandising tool which merits your careful attention.

I·L is a complete package, produced in one operation—it has a complete, flanged seal—absolute protection against leaky joints—double diagonal crimp—rounded corners. For pills, powders, creams, granules, crystals—available in numerous packaging materials and adaptable to varying sizes and uses—I·L is the package to have on "your side" in this buyer's market.

We shall be glad to give you complete information, and details pertinent to your particular situation.

Sanitape-Sealtite

IVERS-LEE COMPANY · 215 CENTRAL AVE · NEWARK · N. J.

UNIT PACKAGING

Sanitape-Sealtite is a unique method for packaging pills, tablets, capsules, creams and powders, by which each unit or unit-dose is sealed in its own air-tight compartment—assuring complete protection and maintained efficacy. Packages, machines and methods fully covered by U. S. and Foreign Patents and Patents Pending.

WITH COLOR . . . *the sky's the limit!*

Yes, color, the basic theme of design and display, offers unlimited possibilities for making your package decorative and attractive. But whether you use one, two or three colors, or four-color process to enhance the beauty of your package, you add a most valuable sales-building factor when you add color.

Whatever your packaging needs may be — from corrugated containers to set-up boxes — you'll find that Old Dominion craftsmen and designers are experts in creating colorful packages that sell more merchandise.

Investigate today what added color can do for your product package. Send your product and present package to Old Dominion's Design Service, Department 97.

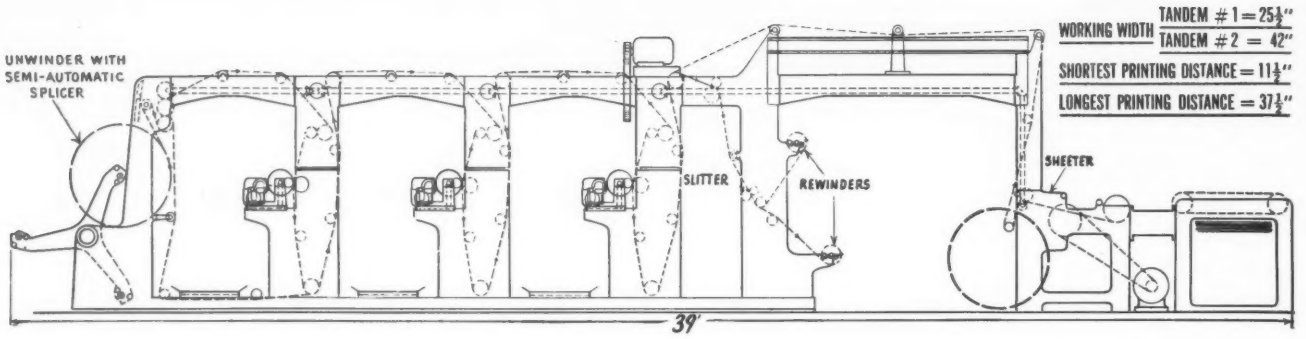
OLD DOMINION *Box Company Inc.*

PLANTS LOCATED THROUGHOUT THE SOUTH

CHARLOTTE, N. CAROLINA

THE SOUTHERN BOX MAKER WITH A NATIONAL REPUTATION

A New Advance in Aniline Printing–



and the HEINRICH TANDEM brings it to Your Plant!

Here's a Press that's Engineered and Built for almost unbelievable *EARNING POWER!*

In every detail of design and construction . . . in every one of its many cost-cutting, production-boosting features . . . THE HEINRICH TANDEM ANILINE PRESS surpasses all previous concepts of what an aniline press should be.

First and Foremost: the HEINRICH TANDEM delivers high quality, accurate Multi-color Printing at Unprecedented Speeds....

FIND OUT, TOO about the HEINRICH Vulcanizer, for Plastic or Rubber Plates . . . the HEINRICH Rotogravure Press . . . the famous HEINRICH Opti-chek . . . the HEINRICH Bag Machine . . . and the HEINRICH Cutter and Creaser.

PLUS

- Each mechanical part is easily, conveniently accessible.
- 18 feet drying space between units assures perfect drying . . . permits safe immediate overprinting. When a job requires a shorter drying space, only the web travel need be changed to reduce this space 50 per cent.
- 360° Register Control on each unit.
- Double Unwinder, with semi-automatic splicer.
- Double Rewinder for continuous, uniform operation.
- Slitter.
- Sheeter available if required.
- and many other convenient features, each included for added dependability and productivity!

We can tell you many other interesting facts about how this press can step up your plant earnings. It will pay you to get in touch with us. Do it today . . . write, phone or call us.

H. H. HEINRICH INCORPORATED
200 VARICK STREET, NEW YORK 14

A multiwall is open to almost anything!

Products as diverse as Peanuts and Bicarbonate of Soda . . . Fresh Fruit and Twine . . . are being packaged in St. Regis Multiwall Paper Bags — to everyone's satisfaction. And these commodities are only 4 out of a list of more than 400 — starting with Abrasives, ending with Zirconite!

So, no matter how startling an idea it may seem, to package *your* product in paper — put it up to us! Because you'll get strength . . . protection . . . sanitation . . . easier handling . . . economy. And if it lends itself, too, to a complete St. Regis Packaging System (Packers plus Bags) you'll increase production . . . cut costs significantly.

Your nearest St. Regis Sales office stands ready to discuss your problems.

SALES SUBSIDIARY OF ST. REGIS PAPER COMPANY

ST. REGIS SALES CORPORATION

230 PARK AVENUE • NEW YORK 17, N. Y.

NEW YORK • CHICAGO • BALTIMORE • SAN FRANCISCO • ALLENTOWN • OFFICES IN PRINCIPAL CITIES
IN CANADA: ST. REGIS PAPER CO. (CAN.) LTD., MONTREAL • HAMILTON • VANCOUVER

ST. REGIS—WORLD'S LARGEST MANUFACTURER OF MULTIWALL PAPER BAGS

ST. REGIS PACKAGING SYSTEMS

free

new, informative BOOKLET with

- tips
- ideas
- samples

plus NEW WAYS to boost your sales with PF decals

are you getting all the advantages of the 7 basic uses of decals?

This wonderful, new booklet shows how you can use the valuable advertising space you own, at a very low cost; explains how your name and product can appear in free advertising space, and demonstrates how decals can be used to decorate and beautify a product, regardless of type or size. ✓ ✓ ✓ These and many other valuable uses and advantages of PF decals are fully described and shown in the new PF booklet.

You'll see how other well known firms in your own field use PF decals profitably . . . yes, actually put them to work . . . so that often one decal tells and sells for as long as five years without a change. ✓ ✓ ✓ This is one booklet you won't want to miss getting. It covers all phases of the decal field completely. In all probability it has the answer to just that "one question" about decals you've always wanted to know.

Free samples of PF decals are enclosed with the booklet so that you can try them for adherence and ease of application. Notice the bright, "true colors" . . . the perfect registry and the especially sharp lines of PF decals . . . then visualize your own trade mark on a PF decal. ✓ ✓ ✓ Your business can profit from the 16 information-packed pages in this booklet. Send for your free copy today. Use the coupon below.

PALM, FECHTELER & COMPANY
Dept. D, 220 West 42nd Street
New York 18, N. Y.

_____ *Yes! I want your new booklet. Please rush my copy by return mail.*

_____ *Please have your representative call on me.*

NAME_____

FIRM_____

ADDRESS_____

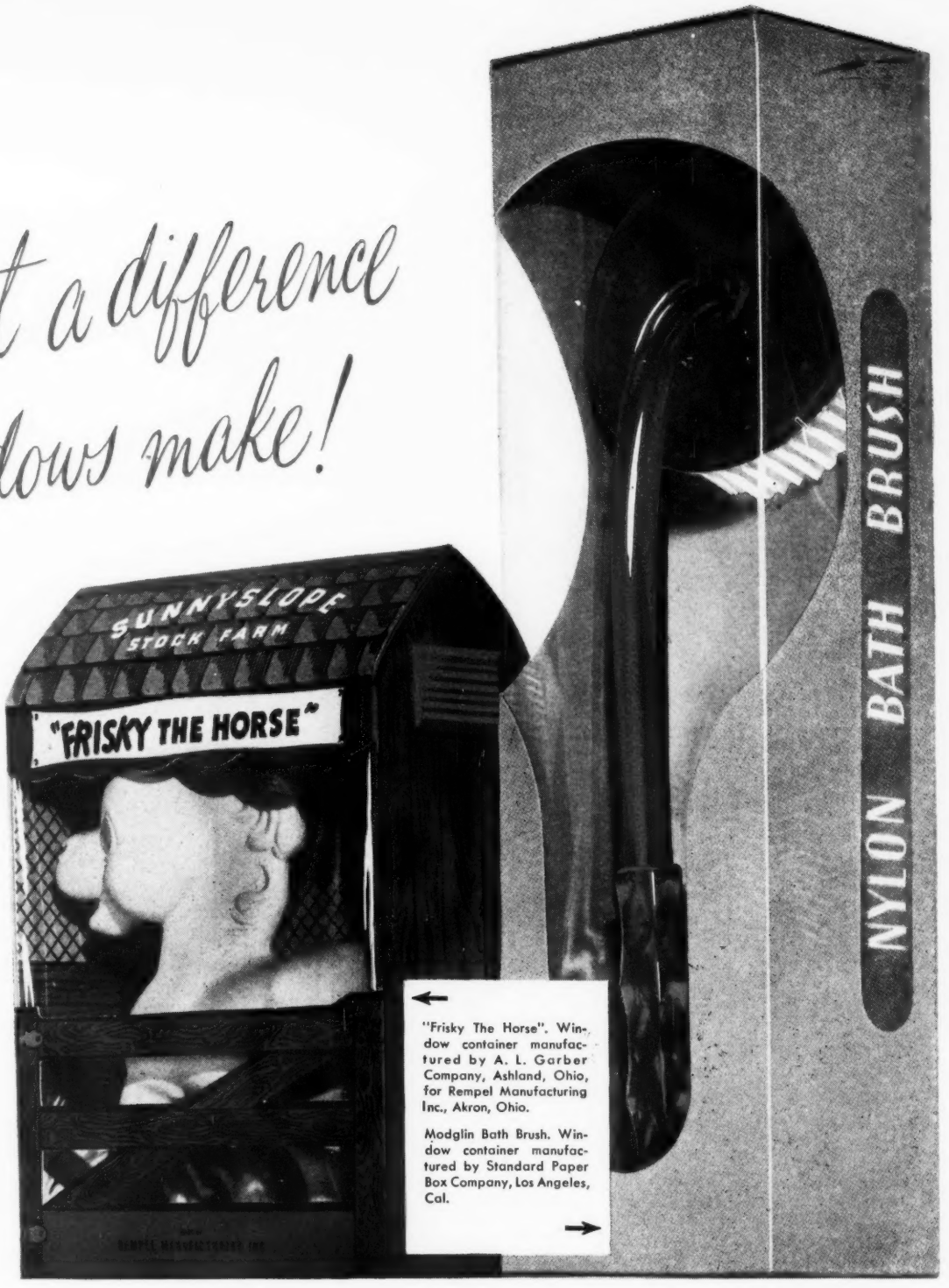
CITY_____ ZONE____ STATE_____

TYPE OF BUSINESS_____

Palm, Fechteler & Co.

NEW YORK, N. Y.
E. LIVERPOOL, OHIO
CHICAGO, ILL.

What a difference windows make!



"Frisky The Horse". Window container manufactured by A. L. Garber Company, Ashland, Ohio, for Rempel Manufacturing Inc., Akron, Ohio.

Modglin Bath Brush. Window container manufactured by Standard Paper Box Company, Los Angeles, Cal.

Window cartons sell more merchandise. They *sell* more because they *tell* more. And they're just as effective for five cent articles as they are for luxury goods. They're one of the most economical merchandising packages.

For clear and sparkling windows, convertors depend on Lumarith Transparent Film. Its satin-smooth surface won't sag, wrinkle or pull the container out of shape. Lumarith cements instantly and permanently, and prints perfectly.

Let a Lumarith window make the difference in your sales. There are convertors near you who can help you with your package planning, and give you the window container that's right for your product.

CELANESE CORPORATION OF AMERICA, Plastics Division, Dept. P-1, 180 Madison Avenue, N. Y. 16, N. Y.

LUMARITH* TRANSPARENT FILM

A *Celanese** *Plastic*

*Reg. U. S. Pat. Off.

"With looks like yours, Beautiful, you'll stop the show!"

Here are good looks—on a lead, tin or aluminum tube—that can make even a gent who's "seen everything" sit up and take notice!

The reproduction's *clean, clear, crisp.* No matter what the design or color combination. And just as perfect on the millionth tube as on the first. Because Sun Tube's got the engineering *know-how* —and 20 years' manufacturing *experience.*

But there's more to Sun Tubes than good looks. A quick glance below will show what we mean.

If you want to know more about Sun Tubes—lead and tin or aluminum—phone or write our home office or nearest representative. Remember, Sun Tubes cost no more than other quality tubes!

Crisp reproduction

Any design or color combination.

Variety of linings

Lead tubes can be tin or wax lined.

Phillips'
MILK OF MAGNESIA
Tooth Paste
CONTAINS THE EQUIVALENT OF 75% GENUINE PHILLIPS' MILK OF MAGNESIA TOGETHER WITH CALCIUM AND MAGNESIUM CARBONATES.
THE CHAS. H. PHILLIPS CO. DIVISION

Uniformity

Exact dimensions every time! Cuts rejects and downtime.

Plus all these Quality Tube Advantages:

- Clean
- Flexible
- Durable
- Cost no more than other quality tubes

Lead and Tin or Aluminum Tubes by Sun Tube

Sun Tube Corporation, 181 Long Avenue, Hillside, N. J.

Chicago 3, Ill. . . . . . *James L. Coffield, Jr., 105 West Adams St.*
Detroit 2, Mich. . . . . *Joseph P. Giroux, 2970 West Grand Blvd.*
St. Louis 1, Mo. . . . . . *M. P. Yates, Arcade Building*
St. Paul 1, Minn. . . . *Alexander Seymour, 1411 Pioneer Building*
Cincinnati 8, Ohio . . . . . *Ralph H. Auch, 3449 Custer Road*

2 Famous Names

COMBINED TO PROVIDE IMPROVED EQUIPMENT FOR THE FILLING AND PACKAGING OF DRY PRODUCTS

fmc
FOOD MACHINERY AND CHEMICAL CORPORATION

STOKES & SMITH Co

48 YEARS EXPERIENCE+GREATER RESEARCH FACILITIES

The acquisition of Stokes & Smith Co. by Food Machinery and Chemical Corporation will combine S & S 48 years' experience in the Packaging of Dry Products with the greater facilities for creative research, skilled engineering, quality manufacturing and sustained service of FMC.

Stokes & Smith, as a division of FMC, will continue to operate the same plant, with the same personnel and management who have done so much to establish and hold their reputation in the Industry.

The Stokes & Smith Co., augmented by the added facilities and experience of FMC, will bring improved equipment and more complete service for the Packaging of Dry Products.

Filling Machines — Carton Filling & Sealing Machines — Tight Wrapping Machines — Complete Packaging Lines

OTHER S&S PRODUCTS

For over 48 years, S & S has been the leading manufacturer of equipment for the Set-up Paper Box Industry:

- Wrapping Machines
- Automatic Gluers
- Thumb-Hole Cutters
- Bending Machines
- Registering Conveyors

STOKES & SMITH Co

PAPER BOX MACHINERY — PACKAGING MACHINERY

Frankford, Philadelphia, 24, Pa., U. S. A.

A WHOLLY OWNED SUBSIDIARY OF FOOD MACHINERY AND CHEMICAL CORPORATION

fmc FOOD MACHINERY AND CHEMICAL CORPORATION

PACK IT... PROTECT IT... SELL IT with TROJAN!

Trojan FOIL

For the Ultimate in Packaging Appeal

Trojan Foil has the sparkling, high-quality eye-appeal that gives any package more interest, more color, more *sell!* Trojan Foils, laminated to paper, board or cloth, are available in a range of attractive colors for many different packaging uses.

Trojan LAMINATED SPECIALTIES

For the Best in Protective Wrappings

Trojan pliofilm, cellophane and other protective laminations and Trojan special heat seal, grease-proof protective coatings guarantee moisture-free, dust-proof protection for packaged goods. Trojan protective papers are widely used and approved by the packaging industry, converters and processors and frozen food packers.

Trojan FOIL LABEL AND MOUNTED PAPERS

For Eye-Catching Sales Messages

Trojan Foil Label Papers and Trojan Foil Mounted Materials are specially made for the graphic arts industry. These colorful, decorative papers are effectively used for direct-mail pieces, financial reports and many other distinctive printing applications.

For more information and samples of Trojan Foil and Laminated Papers, write Dept. 29 today!

Trojan Foil ®

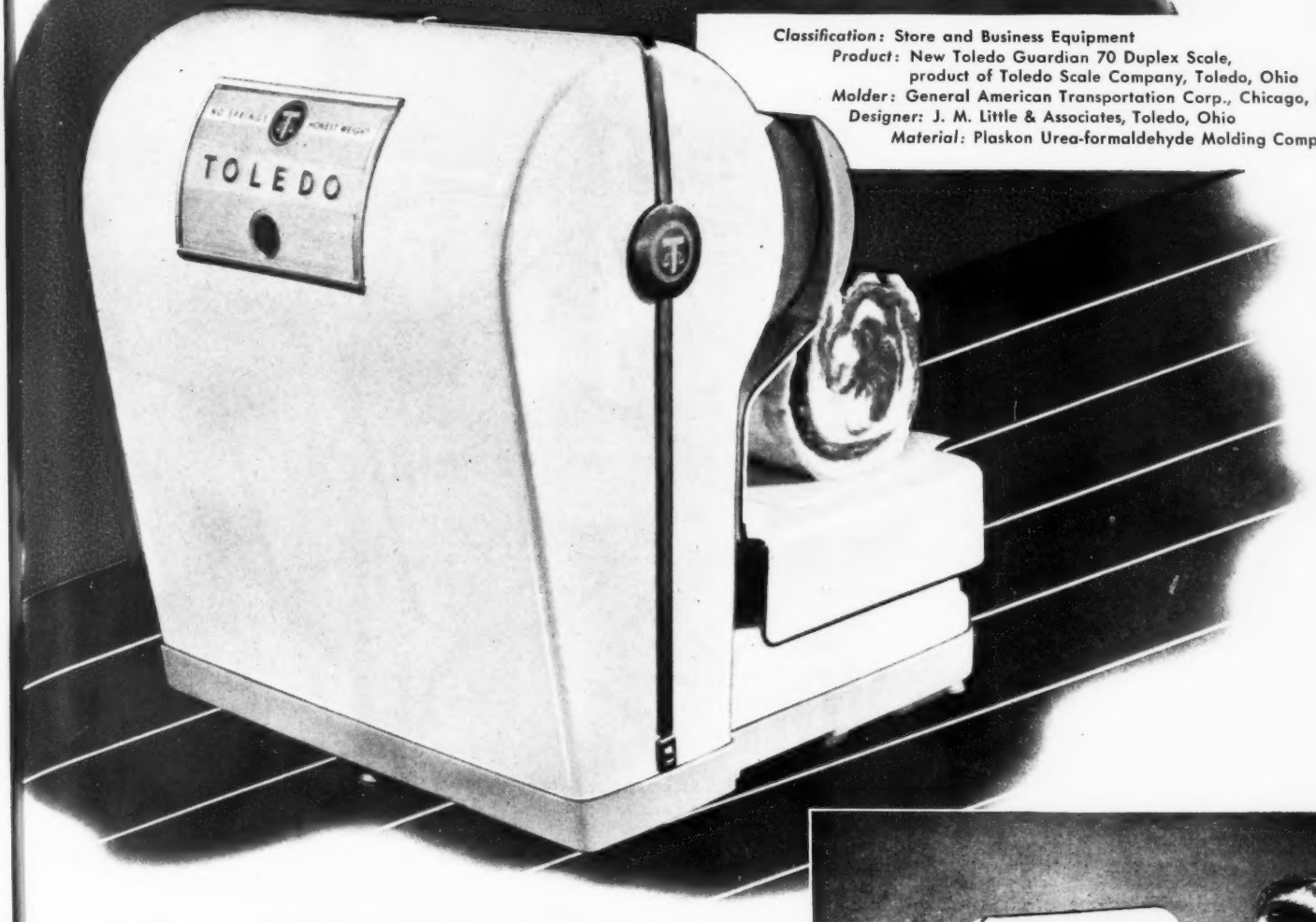
THE GUMMED PRODUCTS COMPANY

OFFICES • TROY, OHIO • MILLS

Chicago • Cincinnati • Cleveland • Los Angeles • New York • Philadelphia • St. Louis

First Award

SEVENTH MODERN PLASTICS COMPETITION



Classification: Store and Business Equipment
Product: New Toledo Guardian 70 Duplex Scale, product of Toledo Scale Company, Toledo, Ohio
Molder: General American Transportation Corp., Chicago, Ill.
Designer: J. M. Little & Associates, Toledo, Ohio
Material: Plaskon Urea-formaldehyde Molding Compound

BEAUTY . . . the modern, prize-winning appearance of this handsome Toledo Guardian 70 Scale was accomplished through the adaptability of Plaskon Molding Compounds to particular design requirements.

STRENGTH . . . the high strength-weight ratio of Plaskon Molded Color gives this scale ample ruggedness without excessive and useless poundage.

SANITATION . . . the gleaming, non-porous surface of Plaskon Molded Color is easily kept clean, and does not of itself support bacteria or fungus growth. And just as important —it always *looks* clean and sparkling.

Experienced Plaskon field men will help you adapt Plaskon urea- and melamine-formaldehyde molding compounds to your manufacturing and merchandising needs.

Plaskon Molded Color is a sales-stimulator. It is available in a range from translucent natural and pure white through the pastels and brilliant hues, to jet black.

* Reg. U. S. Pat. Off.

PLASKON DIVISION • LIBBEY • OWENS • FORD GLASS CO.
2128 Sylvan Avenue • Toledo 6, Ohio
In Canada: Canadian Industries, Ltd. • Montreal, P. Q.

ANNOUNCING a new plastic—
PLASKON ALKYD MOLDING COMPOUND
...offers revolutionary features for high-speed compression molding. Write for full details!

PLASKON
TRADE MARK REGISTERED
MOLDED COLOR

How Patapar can help you

The unique qualities of Patapar* Vegetable Parchment make it a perfect material for packaging and protecting foods. Patapar has high wet-strength. It's boil-proof. It resists grease. It has a rich, white texture that lends distinction and sales appeal.

Patapar wrappers can be printed exquisitely with bright colors and modern designs. We do the printing in our own plants, which are specially equipped for printing Patapar economically by letterpress or offset lithography. Our creative department will help you produce a new wrapper design, with new life and sparkle.

On printed Patapar wrappers you get the extra advantage of the Patapar Keymark. This nationally advertised symbol will help remind people that your product is well protected.

Why not get in touch with Patapar now?

*Reg. U. S. Pat. Off.

PATAPAR IS IDEAL FOR:

Butter wrappers	Deep freeze wraps
Ham boiler liners	Fish wrappers
Milk can gaskets	Cheese wrappers
Can liners	Vegetable wraps
Pie doilies	Sliced bacon wrappers

and hundreds of other uses

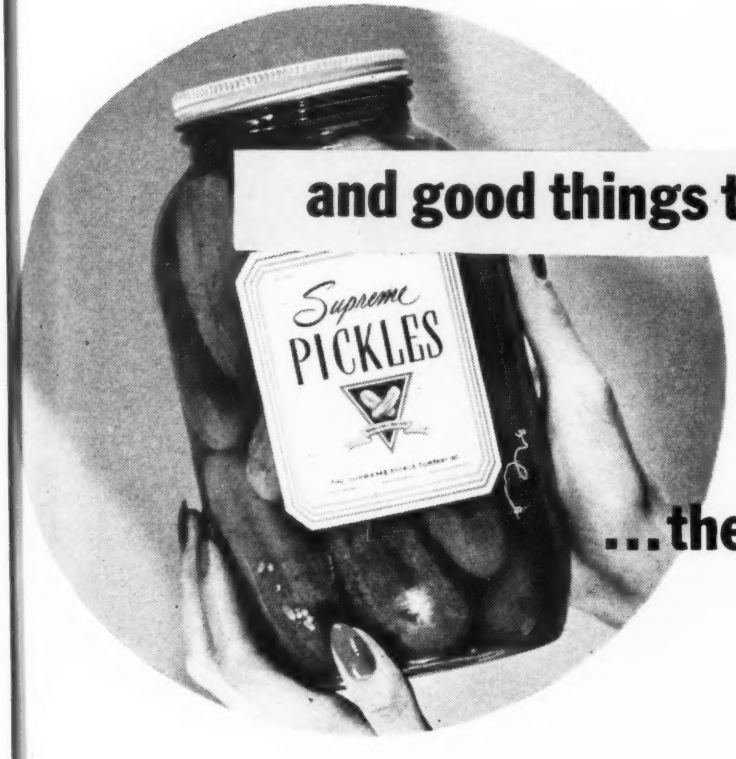
Paterson Parchment Paper Company • Bristol, Pennsylvania

Headquarters for Vegetable Parchment Since 1885

WEST COAST PLANT: 340 BRYANT STREET, SAN FRANCISCO 7, CALIFORNIA

BRANCH OFFICES: 120 BROADWAY, NEW YORK 5, N. Y. • 111 WEST WASHINGTON ST., CHICAGO 2, ILL.

for good things that come in small packages



and good things that come in large packages

...there is an H-A Glass Container.

Attractive—easily handled,

these containers display your product

to advantage in store and in home.

HAZEL-ATLAS GLASS COMPANY

WHEELING, WEST VIRGINIA

CHICAGO CARTON COMPANY

CARTONS WITH
HIGHER "EYE-Q" RATINGS

UNIFORMITY . . .

from beginning to end

provides cartons of unexcelled quality.

CHICAGO CARTON COMPANY

4200 SOUTH CRAWFORD AVENUE • CHICAGO 32, ILLINOIS

MERCHANDISE QUIZ:

Question: **What modern can solves many problems?**

Answer: ***Sefton's*** **STRING-OPENING CAN**

Right!

This Amazing Can has all the features that good merchandisers look for in their packages:

- **factory-sealed!**
- **tamper-proof!**
- **easy-to-open!**
- **full opening!**
- **easy and positive reclosure!**

Proof Positive that *Sefton* is *TOOLED FOR YOUR JOB!*

Whether you want one or a whole family of cans, Sefton's varied tooling gives you an unlimited choice... in addition to the versatile string-opening can.

EVERY SHAPE...SIZE... TYPE YOU NEED!

Write or Call Today!

DISTRICT OFFICES: • Los Angeles • Salt Lake City • Denver • Dallas • Chicago • Cincinnatti • New Orleans • Boston • Detroit • Kansas City • St. Paul Omaha • New York • Cleveland • Oklahoma City • Pittsburgh • Memphis • Nashville • Seattle • Portland

FINE PRODUCTS SELL FASTER

P.M.A.

Plastic Gift Packages

WRITE FOR PRICES

Economy box for men's or ladies' watches or any kind of jewelry. Transparent hinged cover with opaque base.

Jewel Chest for Talisman Pearls by Deltah.

Pearl Box for Deltah.

French Oval Watch Box. Can also be used for any jewelry except pearls.

Jewelry Jars, suitable for any type of jewelry.

Richelieu Pearl Box.

Star Razor Slide Box for American Safety Razor Co.

Blue Ring Box

Ring Box

Harvel box for men's or ladies' watches.

Cosmetic Jar in pink and knob. 4¼" diameter.

Cosmetic cases for Harriet Hubbard Ayer.

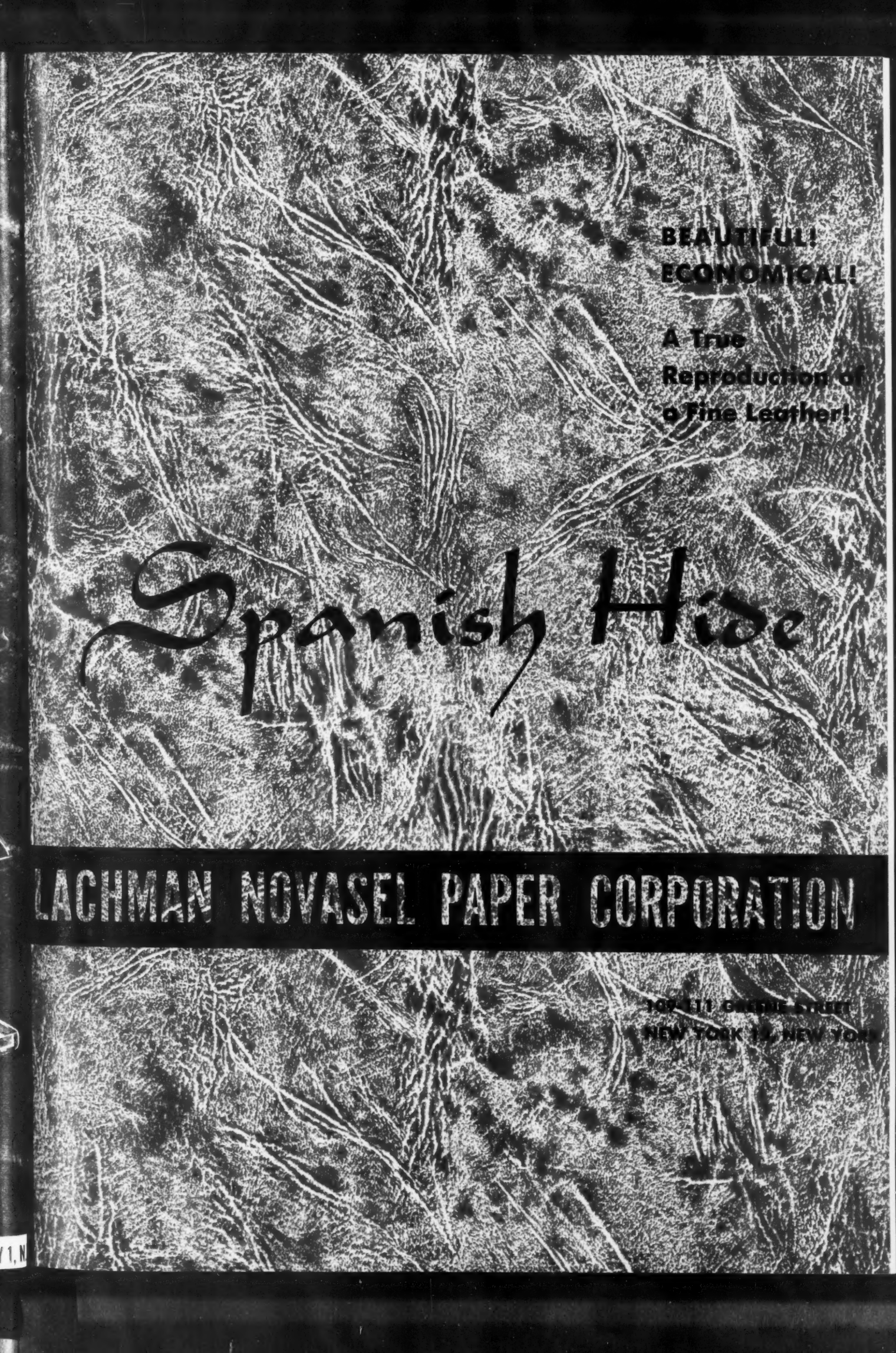
Transparent cosmetic containers for Helena Rubinstein.

Red Bell, 6" and 8" diameters, suitable for packaging any item. Becomes a permanent Christmas tree ornament.

Transparent shirt tray.

PLASTIC MOLDERS *Molded Arts, inc.*

1204 44th AVE. LONG ISLAND CITY 1, N


BEAUTIFUL!
ECONOMICAL!
A True
Reproduction of
a Fine Leather!
Spanish Hide
LACHMAN NOVASEL PAPER CORPORATION
109-111 GREENE STREET
NEW YORK 12, NEW YORK

Spanish Hide

Has all the depth of color and beauty of graining found in finest leather. With its extra tough and strong base stock, "Spanish Hide" is suitable for wrapping or stripping. Color combinations have been carefully selected to provide harmonious packaging for almost every product. From delicate pinks and blues, for infants, juveniles, and women's items . . . to strong masculine combinations of tan and brown, gray and maroon, for men's wear and accessories.

Here are the Low Prices!

	100 rms.	48 rms.	24 rms.	12 rms.	8 rms.	4 rms.
#250 Brown on Duro Tan	$5.30	$5.55	$5.65	$5.75	$5.85	$6.10
#251 Tan on S.B. Brown	5.30	5.55	5.65	5.75	5.85	6.10
#252 Chocolate on Chocolate	5.60	5.85	5.95	6.05	6.15	6.40
#253 White on Chocolate	5.60	5.85	5.95	6.05	6.15	6.40
#254 White on Delft Blue	5.60	5.85	5.95	6.05	6.15	6.40
#255 White on Orchid	5.60	5.85	5.95	6.05	6.15	6.40
#256 White on Duro Gray	5.30	5.55	5.65	5.75	5.85	6.10
#257 White on Maroon	6.05	6.30	6.40	6.50	6.60	6.85
#258 Black on Maroon	6.05	6.30	6.40	6.50	6.60	6.85

Prices are per ream basis 26 x 20-500 in rolls, f.o.b. New York, 30" in proportion.
ALL PRICES SUBJECT TO CHANGE WITHOUT NOTICE

Stocked in 30" rolls only.

Also available in 24" rolls, minimum order — 50 reams one color.

Assorting of colors for quantity price permitted. Minimum — one roll of a color.

Regular additions for sheeting or slitting.

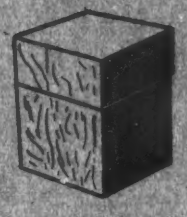
Paper packed 4 reams to the roll.

Basis Weight 20 x 26 — 24 lbs.

Add 50¢ per ream to the one roll price for broken roll.
Less than one ream — 4¢ per sheet.

Special colors can be run on mill's stock grounds. Minimum order — 1 ton.

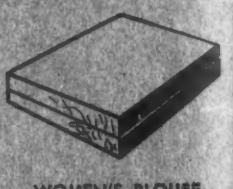
ORDER NOW! Write or call for your requirements today, or for additional information and sample swatches!



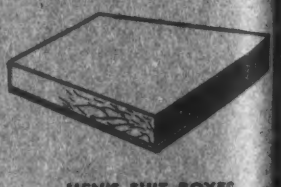
INFANTS' WEAR AND TOY BOXES

HAT BOXES

MEN'S ACCESSORIES BOXES



WOMEN'S BLOUSE BOXES



MEN'S SUIT BOXES

SHOE BOXES

a product of:

LACHMAN-NOVASEL PAPER CORPORATION

109-111 Greene Street, New York 12, New York

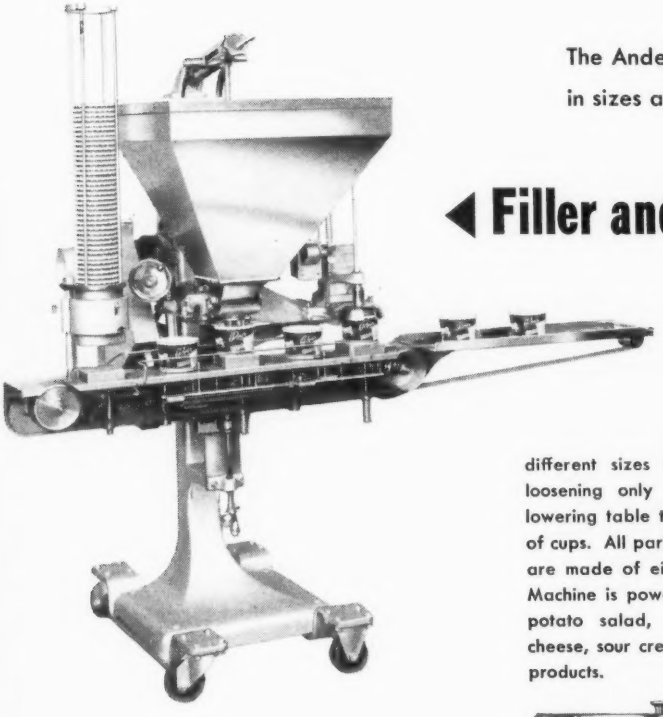
SEE THESE AND MANY OTHER

Anderson Fillers and Packaging Machines

at the

DAIRY INDUSTRIES EXPOSITION

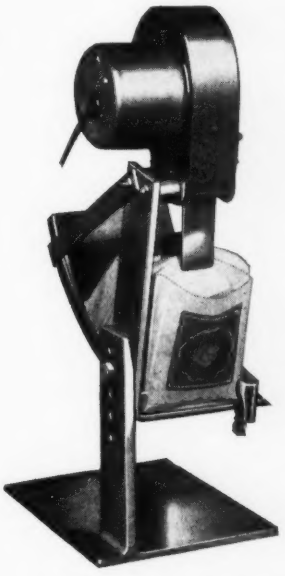
Booth No. 1617, Atlantic City, Oct. 25-30



The Anderson line includes both manual and power operated machines in sizes and capacities to meet a wide range of requirements.

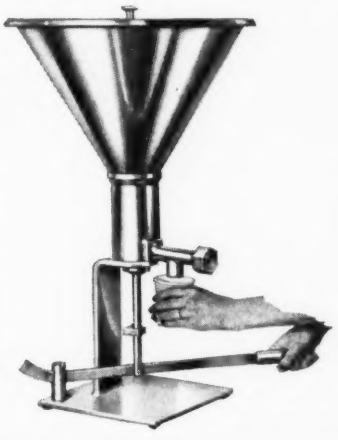
◀ Filler and Capper No. 34F

Handles automatically any size and make of nesting round cup, with inset lid, up to and including pints. Speeds up to approximately one cup per second. Attachments for different sizes of cups are easily changed by loosening only three wing nuts and raising or lowering table to compensate for different heights of cups. All parts that come in contact with product are made of either stainless steel or nickel silver. Machine is powered by ½ H.P. motor. It handles potato salad, baked beans, gelatine, cottage cheese, sour cream, ice cream and numerous other products.



Hand Filler No. C-2 ▶

Designed to fulfill the needs of both large and small plants. Very practical for specialty departments in large plants . . . for smaller plants, it serves as complete packaging equipment as it will fill all sizes and shapes of jars, bottles, tubes, and cans. Handles cosmetics, drugs, ice cream, paints, etc. No. C-2 is the vertical piston type with high alloy piston ring which is easy to clean. Stainless steel hopper of 5 gallon capacity. Quick adjustment enables an operator to set the machine for any volume desired.



Bagger No. 134 ▲

Low in cost, easy to use, designed to handle bagged products with a minimum of effort at a maximum of speed. Simple adjustments for height . . . tilting forward or backward enables operator to set machine at easiest position. Stainless steel trough with capacity of 200 bags. Adjustable to bag sizes. Blower keeps bag clean and free from foreign matter.

GET ALL THE FACTS ABOUT THIS TIME SAVING EQUIPMENT

ROCKFORD
Anderson
BROS. MFG. CO.
ILLINOIS

Use this Handy Coupon Now!

ANDERSON BROS. MFG. CO., ROCKFORD, ILLINOIS

Please Send Bulletin No. 10-29

Name.....

Address.....

it takes SHOWMANSHIP to make your product stand out against competition

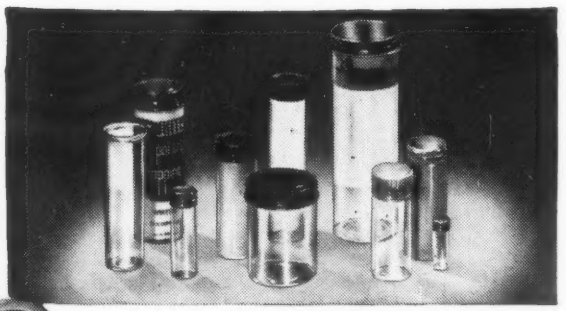
Smart packaging is smart showmanship, and can make sales of *your* product outstrip the competition! Clearsite polyethylene vials are "squeezable", and dramatically eject liquids and powders. Clearsite rigid polystyrene vials are sparkling, streamlined, sales-building . . . All colors. Dependable uniformity for line production.

Complete range of stock sizes. Special sizes and shapes to order. Straight, threaded and beaded necks. Polyethylene and all other types of closures. . . . Clearsite vials can also be produced in cellulose acetate, cellulose acetate butyrate, ethyl cellulose and all other thermoplastics. Write Celluplastic Corporation today for samples, literature and additional information.

. . . use Clearsite* plastic vials—

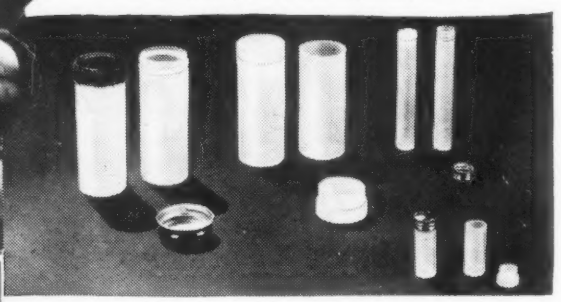
rigid polystyrene and flexible polyethylene —all stock sizes

* Reg. U.S. Pat. Off.



CLEARSITE RIGID POLYSTYRENE VIALS

Sparkling, crystal-clear and gem-like colors. 70% lighter than glass. Shatterproof. Transparent, translucent and opaque. Tasteless. Odorless. Unaffected by alkalis, alcohols or weak acids. Permanent label imprinted during manufacture.



CLEARSITE "SQUEEZABLE" POLYETHYLENE VIALS

75% lighter than glass. Non-breakable. Translucent and opaque. Tasteless. Odorless. Unaffected by alkalis, acids or alcohols. Can be printed in 1, 2, 3, or 4 colors.

Celluplastic CORPORATION Established 1919

"AMERICA'S #1 SOURCE FOR PLASTIC CONTAINERS"

34 Avenue L, Newark 5, New Jersey. New York Office: 630 Fifth Ave., Circle 6-2425. Representatives in principal cities.

Royal Visitors to Every Home

...Royal Bags

IF YOURS IS A PRODUCT that must shout for attention on dealers' shelves, your package deserves Royal treatment. Since 1895, Royal has produced bags that both protect and sell. Royal makes "automatic bags" that stand up without support, as well as every variety of specialty bag and wrapper—including Flav-o-tainer®, the amazing bag that provides vacuum-packed freshness at paper-bag cost. Royal works with foil, film, Cellophane and all kinds of paper. Royal prints by letterpress, rotogravure, and the economical Densatone process. You are welcome to use the specialized services of Royal's own design and engraving departments.

Before you place your next order, check the advantages—and the low cost—of giving your packages Royal treatment. Write, without obligation.

Printed and plain bags of every description for packaged products . . . from foil, film, and all kinds of paper.

THOMAS M. Royal & COMPANY

5800 NORTH 7th STREET • PHILADELPHIA 20, PA.

Offices in Principal Cities

New "Lures" to catch more customers for you

Crystal clear box of Koppers Polystyrene—just the thing a fisherman needs to keep his lures in order. The lure itself is made of Koppers Cellulose Acetate. Both box and lure are molded by the Dillon-Beck Manufacturing Co., Hillside, N.J. for the C. A. Clark Manufacturing Co., Springfield, Missouri.

Spools for fishing line made of Koppers Polystyrene give the product a high quality appearance. Transparent box made of Koppers Cellulose Acetate. Both spools and box molded by Dillon-Beck Manufacturing Co., Hillside, N.J. Photos courtesy of Cortland Line Co., Bevin-Wilcox Line Co., and C. A. Clark Manufacturing Co.

KOPPERS POLYSTYRENE

PICTURE your products beautifully packaged in these new low-cost Koppers Plastics. The "lure" of the package rivals that of the product itself—is often a *deciding factor* in the sale.

Crystal Clarity or Any Color of the Rainbow. Koppers transparent Polystyrene is as clear as fine glass or you can have an unlimited choice of colors in transparents, translucents or opaques . . . from pale pastels to brilliant to dark . . . snow-white or jet-black—all at the same low costs.

Increased Heat Resistance. Koppers new heat-resisting polystyrene, P-8 offers greatly increased heat resistance over ordinary polystyrene—*and it sells at the same low cost.* For product containers which can be used again as refrigerator boxes or dishes, it gives you an unbeatable combination of beauty and utility. Koppers P-8 holds its shape even in the scalding water of the automatic dishwashing machine.

Low Cost. Of all the common plastics, polystyrene is among the lowest in cost. It is light in weight and you get more finished pieces per pound. That's why it's used so extensively not only for packaging but for hundreds of products as well . . . and for colorful attention-arresting displays.

Free Trial Offer. Koppers will gladly send a trial drum of polystyrene pellets to your molder to show him how easy and economical it is to use this remarkable plastic. Just mail the coupon for complete information.

KOPPERS COMPANY, INC.
Chemical Division
Koppers Building, Pittsburgh 19, Pa.

Send the coupon

KOPPERS COMPANY, INC.
Chemical Division, Dept. MPG10
Koppers Building, Pittsburgh 19, Pa.

Please send me ☐ information on Koppers Polystyrene. ☐ Tell me about free offer to molders.

Name..... Title.....

Company.....

Address.....

KOPPERS

Koppers Plastics

•POLYSTYRENE •CELLULOSE ACETATE •ETHYL CELLULOSE

AND IN DOZENS OF OTHER FIELDS... most of the sales leaders buy Riegel papers regularly!

In dozens of different fields, you will find that most of the sales leaders are regular Riegel customers. They buy from us simply because they know we can make packaging papers that combine technical excellence with economy and production efficiency. Their confidence in Riegel is an important reason why your company—whether large or small—should see if we can also help you. Riegel Paper Corporation, 342 Madison Avenue, New York 17, N.Y.

We produce over 600 different packaging, printing, converting, industrial papers. If we don't have what you want, we can probably make it.

Riegel Papers

Paper Package Pointers
FROM CYANAMID

Wet-Strength Paper, Versatile Prepackaging Medium, Now Aids Growth of Plants

Already recognized as the primary prepackaging medium where *economy* and *versatility* are required, wet-strength paper has lately moved into the orchard to aid in the production of higher quality fruits. It has been found that a special wet-strength glassine type bag†, when placed over fruit at a certain stage of its growth, protects it from insect and disease invasion and controls the transmission of light and moisture. In the case of apples and grapes, markedly superior fruits have been produced, and wet-strength paper bag culture methods are now being tried out on other types of plants.

Long a boon to the prepackager, wet-strength paper provides the dependable container material for foods where moisture is a factor in preserving freshness, because it withstands this moisture so well. Similarly, it is the ideal packaging medium for such varied items as ice cubes, coal, beverage bottles and other commodities that are packaged, shipped or stored under conditions of rain or high humidity.

Wet-strength is imparted to paper at the mill through the addition of Cyanamid's PAREZ* Resin 607. Many of the country's leading paper mills now fortify their paper with this melamine resin to supply container manufacturers with a sturdy packaging material possessing superior wet strength.

Your nearest paper supplier will gladly tell you about the many advantages inherent in wet-strength paper; or we shall be glad to refer you to a convenient source of supply.

†*Product of Benj. C. Betner Co.*

*Trade-mark of American Cyanamid Company covering its synthetic resins for use by the paper industry. The processes under which PAREZ is applied in the production of wet-strength paper are covered by U. S. Patents Nos. 2,291,079, 2,291,080 and 2,345,543 and U. S. Patent Application Serial No. 453,032.

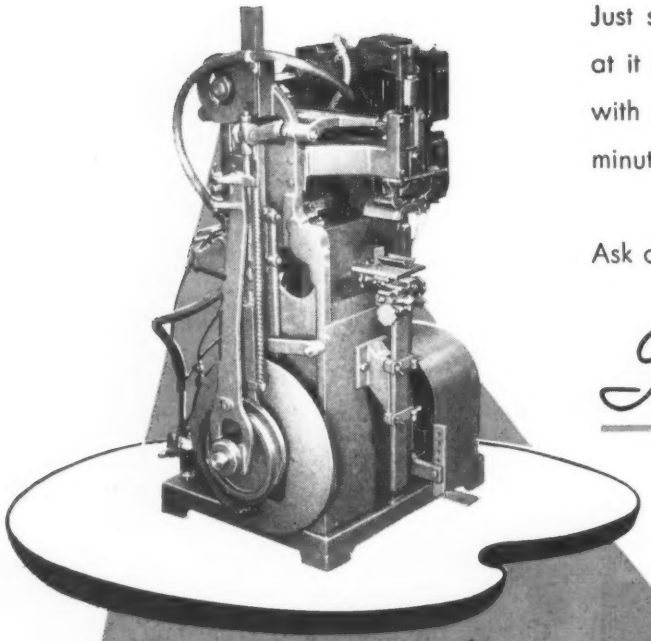
AMERICAN *Cyanamid* COMPANY
INDUSTRIAL CHEMICALS DIVISION
30 ROCKEFELLER PLAZA, NEW YORK 20, N. Y.

LABELING *without glue!*

No moisture to affect paper labels; no continual check on glue consistency.

No morning preparation—no evening clean-up!

Just start labeling the moment work starts, keep at it all day 'till the minute the whistle blows—with vacuum-perfect register—50 and more per minute—and *never* any fuss, delay or drudgery!



Ask about

Pony Label-dri

NEW JERSEY MACHINE *Corporation*

1510 WILLOW AVE. HOBOKEN, N. J.

Chicago Office: 325 W. Huron Street
Cincinnati Office: 1701 Carew Tower
Los Angeles Office: 2500 W. 6th Street

497

DO YOU KNOW?

By Using BEMIS TITE-FIT TUBING

YOU

REDUCE labor and material costs, because you:

ELIMINATE handling heavy bales of burlap.

ELIMINATE time required to open bales and remove bale coverings.

ELIMINATE time required to cut burlap into sheets.

ELIMINATE using more burlap than necessary.

ELIMINATE all hand sewing.

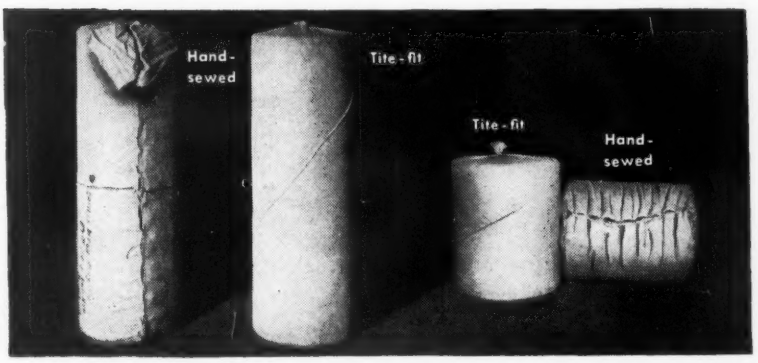
IMPROVE the appearance of your rolls.

YOUR CUSTOMERS

RECEIVE neat packages that are easy to handle, because there's a handy ear on each end.

SAVE TIME as TITE-FIT TUBING is easily and quickly removed. Just untwist wire tie at one end and slip tubing off.

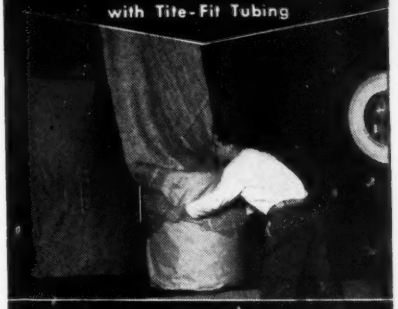
ELIMINATE chance of cutting into contents and damaging goods, as no cutting of sewing thread or goods is necessary.



This versatile tubing fits almost any shape and a wide range of package sizes. One roll may cover many different diameters and lengths neatly, without waste because TITE-FIT TUBING has *stretch* in both directions.

5 QUICK STEPS

That's all . . . when you package with Tite-Fit Tubing



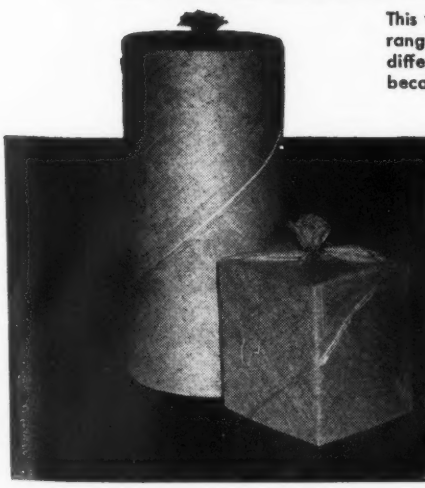
1. Pull tube well down over object, leaving an overage to cover bottom.

2. Turn package on side and fasten tube at bottom with a wire tie.

3. Turn package upright and use both hands to take up slack.

4. Fasten top with a wire tie close to object to assure tight fit.

5. Cut off the Tite-Fit Tubing about 3 inches above the wire tie.



BEMIS BRO. BAG CO.

Brooklyn 32, New York

Canadian Bag Co., Montreal, and the Ontario Bag Co., Port Colborne, Ontario, are licensed manufacturers of TITE-FIT TUBING in Canada.

MAIL COUPON NOW

Bemis Bro. Bag Co.
5130 Second Ave., Brooklyn, N.Y.

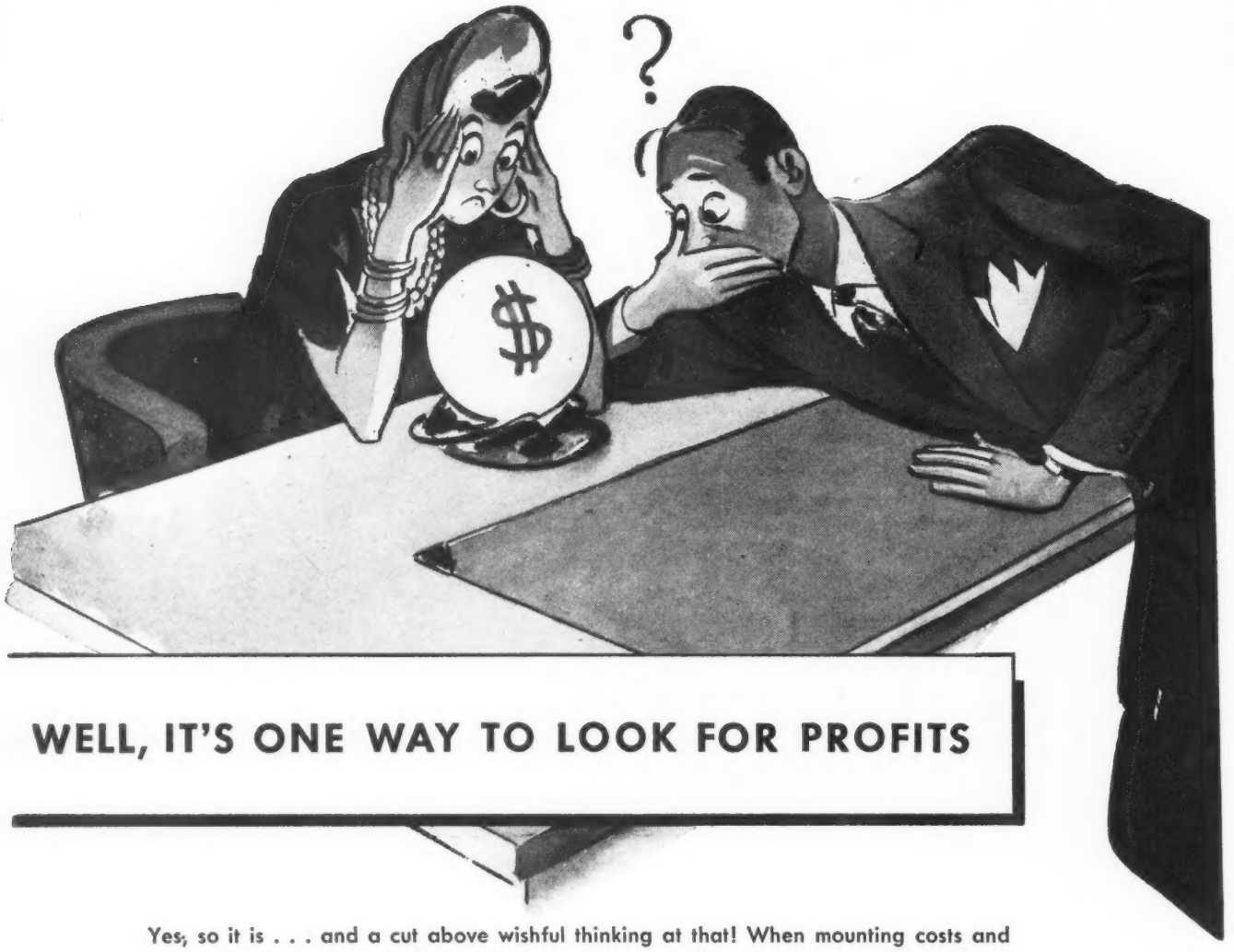
☐ Send descriptive folder on TITE-FIT TUBING
☐ Send sample. Our packages are approximately _____ inches in circumference. (Please specify)

Name _____

Firm _____

Street _____

City _____ *Zone* _____ *State* _____



WELL, IT'S ONE WAY TO LOOK FOR PROFITS

Yes, so it is . . . and a cut above wishful thinking at that! When mounting costs and mounting competition combine to put you in a quandary, however, you're likely to have better luck if you look for the elusive profit margin in your packages.

Look for it in terms of cutting quality to cut costs, and you might as well go back to the crystal ball. Look for it in terms of improving quality to increase production efficiency and sales, and the odds are in favor of your finding it.

We have no Madame La Zonga on our payroll, but we do have some packaging engineers whose experience and records really qualify them for that abused term of "experts." Their counsel is yours for the asking, with no strings attached, should you decide that a careful look at your packaging problems may well reveal potential profits you're missing.

When the very best is none too good, that's a job for Ridgelo *brush finish* . . . the ultimate in boxboard quality, luster, and printability. Custom made in both white and colors.

The difference between a 10-strike and the gutter, in bowling alleys or package board, is often spelled by obscure imperfections. Ridgelo is as perfect as any paper can be.

Whatever the color requirements, Ridgelo can meet them . . . with *integrated* pigments. That means uniform colors, light-resistant colors, bright eye-catching colors.

Ridgelo has a rare combination . . . the folding qualities necessary for fast forming and firm glueing, plus the snap and strength that spells real serviceability.

Ridgelo
CLAY COATED
BOXBOARDS

MADE AT RIDGEFIELD, N. J. • BY LOWE PAPER COMPANY

Representatives:
H. B. Royce, Detroit
Norman A. Buist, Los Angeles
A. E. Kellogg, St. Louis
Philip Rudolph & Sons, Inc., Philadelphia

Alcoa's "do-you-know" series for package buyers

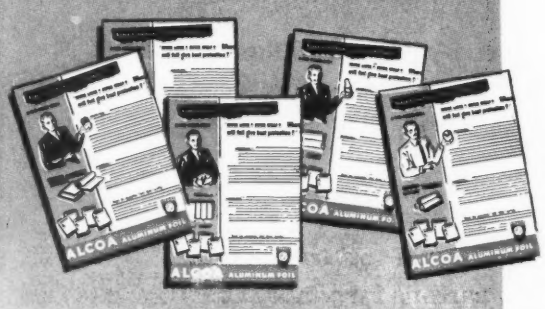
A BEVERAGE MANUFACTURER ASKS:

"I PACK IN GLASS—how can foil help me?"

ANSWER: For purity and better flavor use Alcoa Foil liners in crowns and caps. Aluminum foil is friendly to foods and beverages, tasteless, odorless and non-absorbent—pure as the glass itself. What's more, an Alcoa Foil label and neckband has an eye-catching brilliance that digs spurs into impulse buyers. Add transparent and opaque inks to the natural sparkle of foil and you have a combination that sells!

QUESTION:
"Can an Alcoa Foil label 'take it'?"

ANSWER: It certainly can! Alcoa Foil, laminated to paper, prevents water and moisture from being transmitted through to the paper and the adhesive which holds the label to the container. And Alcoa Foil labels have strong resistance to rough handling . . . to grease and dirty fingers.



Write for complete information

Perhaps Alcoa Foil is just what you need to put your product across! The complete "do-you-know" series is yours for the asking—lots of information for package buyers interested in a quality packaging material and a strong-selling label for their product. Write

ALUMINUM COMPANY OF AMERICA,
2129 Gulf Bldg., Pittsburgh 19, Pa.

ALCOA
ALUMINUM
REG. U.S. PAT. OFF.

ALCOA ALUMINUM FOIL

THE QUALITY PACKAGING MATERIAL FOR QUALITY PRODUCTS

Meet Mr. Price

who may be a Masked Bandit

because first cost or "price per M cartons" simply doesn't mean a thing unless those cartons move through your automatic packaging machinery with the precision for which that machinery was designed

When a manufacturer reduces spoilage 1 3/10% on 90 million cartons, as one of our customers recently did,—to say nothing of the saving in labor costs and product in those cartons, he is saving a whopping sum on his carton bill.

GUILFORD cartons keep finished packaging costs low. They are built with precision uniformity. Keep out of range of the Masked Bandit! Let us build precision uniformity into cartons for you.

THE GUILFORD FOLDING BOX CO.

Haven Street and Ashland Avenue • Baltimore 5, Maryland • Phone: Orleans 2043

QUALITY CARTONS Faithfully Produced

ANILINE INKS for every purpose

Union Bag and Paper Co. uses BBD Kraft Aniline, Excellopake and Translustro Inks to create outstanding printed effects on kraft, glassine and cellophane bags.

KRAFT ANILINE
EXCELLOPAKE INKS
TRANSLUSTRO INKS

Here are the inks that can do the most for your aniline printing. Tailor-made for the special jobs you are about to do or the ones you are having trouble with.

These inks hit a new high in beauty and performance. See a black that is really black, and yellows, reds, blues and greens whose brightness and rich color tones will make any job stand out.

Remember, the best proof of the high value of Bensing Bros. and Deeney aniline ink specialization is a demonstration on your own press.

Write now for details. Don't use less than the best.

Distributors

Manton Brothers
Elizabeth Street, Toronto, Canada
A. M. Bojanower
2785 E. Slauson St., Los Angeles, 11, Cal.

Export Division

McLaurin-Jones Co.
150 Nassau Street
New York 7, N. Y.

Associated Manufacturing Plants

Bensing Brothers & Deeney, Inc., in Mass.
81 Albion Street, Wakefield, Mass.
Bensing Brothers & Deeney, Inc., in Ill.
2358 N. Seeley Avenue, Chicago 47, Ill.

Largest Manufacturers of Aniline Ink in U. S. A.

Bensing Bros. & Deeney

HOME OFFICE AND PLANT 401 N. BROAD STREET, PHILADELPHIA 8, PA.

NOBLE BOXES

STEEL SHELL SUPER-TEX and VELVET COVERED

QUALITY PRESENTATIONS

. . . . F. H. **NOBLE** & COMPANY

Manufacturers

559 W. 59th STREET • CHICAGO 21, ILL.

BRANCH SALES OFFICES

NEW YORK
15 MAIDEN LANE

CHICAGO
29 E. MADISON ST.

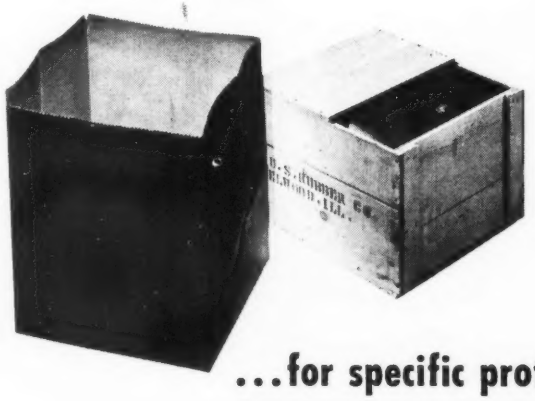
PROVIDENCE
111 WESTMINSTER ST.

ver'sa·tile "Versatile"

is the word for

THILCO SPECIALTY BAGS

Thilco's full complement of bag converting machines, combined with our facilities for producing practically every type of protective wrapping paper, provides an excellent *single source of supply* for specialty bags. Thilco offers one of the most complete lines of packaging papers in the industry and our design engineers are skilled in adapting them to bags particularly suited to *your specific requirements*. We invite your inquiries.



...for specific protection

There is a Thilco functional paper to meet every need for protection against grease, oils, water and moisture-vapor transmission . . . *all* may be readily converted into Thilco specialty bags.

...for economical packaging

A wide range of sizes and types cut costs of wrapping "hard to handle" items.

...for product identification

"Spot" printing is an economical means of achieving valuable advertising identity.

...for "buy appeal"

They may be combined with Thilco "wrappings-to-match" for an eye-appealing merchandise ensemble.

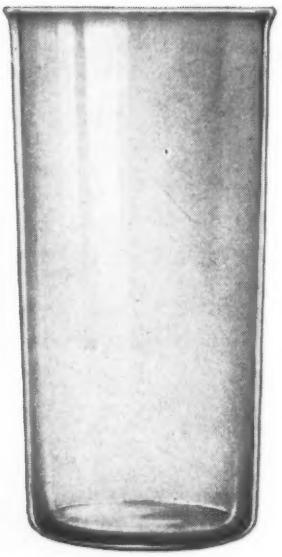
THILCO *Functional* PAPERS

THILMANY
PULP & PAPER COMPANY
KAUKAUNA · WISCONSIN

ASPHALT WATERPROOFS • GLASSINES & GREASEPROOFS • WAX ED • PRINTED • EMBOSSED • SPECIALTY KRAFTS • CUSTOM BAGS

another
MERCHANDISING TRIUMPH
for re-usable containers

by ELDON



Here's another success story for smart utility packaging . . . in a highly competitive industry. Leading dairies have jumped on these handsome translucent GAYLON* *tumblers as an ideal medium for merchandising cottage cheese.*

GAYLON'S* *remarkable properties and unusual colors made these tumblers an instant hit with housewives.*

"One of our fastest promotions," says largest dairy in the West. "We were cleaned out in no time."

Another dairy, greatest in the Middle West, placed an initial order for nearly 1,000,000 GAYLON* *tumblers.*

We specialize in planning and engineering re-usable container ideas. Would you like to hear some other fascinating success stories from our files?

*A molded plastic of superior physical characteristics produced only by Eldon Mfg. Co.

ELDON

ELDON MANUFACTURING CO.
1010 East 62nd St., Los Angeles, Calif.
Phone: ADams 8291

For-get-me-not Plaid

is a "NATURAL"

for that Mother's Day Package.

And the Set-up Paper Box Maker is the "Natural" Source of Supply for it.

Sample sheets of this and other colors now available.

HAMPDEN GLAZED PAPER & CARD COMPANY - - Holyoke, Massachusetts

CHICAGO, ILL.
DALLAS, TEXAS
NEW YORK, N. Y.
SEATTLE, WASH.
PORTLAND, ORE.
TORONTO, CANADA
PHILADELPHIA, PENNA.
SANFRANCISCO, CALIF.
LOS ANGELES, CALIF.

ARE THESE STATEMENTS TRUE OR FALSE?

1. The preferred container for baby foods is glass.

☐ TRUE ☐ FALSE

ANSWER:

Of the total 1947 baby food pack, 62% was in glass. And even this high total has not yet caught up with the consumer preference for glass. (True is right.)

2. Women buy about 45% of their processed foods on impulse.

☐ TRUE ☐ FALSE

ANSWER:

When a woman can see what is offered for sale, she's more likely to *buy*. Displays of processed foods in transparent Duraglas jars can help boost your impulse sales even higher than the 45.5% average reported for supermarkets by market research. (True is right.)

3. A good food package has but *one* function.

☐ TRUE ☐ FALSE

ANSWER:

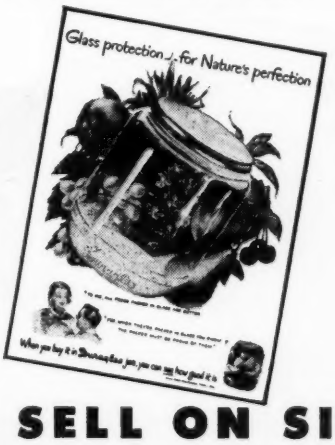
Sales research reports the best packages do 3 things well: protect contents; are efficient as merchandising tools; are functional in the home and for re-storage. Duraglas jars win on all 3 functions! (False is right.)

4. Duraglas container advertisements like this appear 500 million times in national consumer publications this year.

☐ TRUE ☐ FALSE

ANSWER:

We've been telling your customers the advantages of glass containers for nine consecutive years through such popular publications as SATURDAY EVENING POST, LADIES' HOME JOURNAL, GOOD HOUSEKEEPING, McCALL'S, PARENTS', SUNSET and THE AMERICAN WEEKLY. Total reader impressions this year: ½ *billion!* (True is right.)



SCORING

Three or four right—You *know* glass-packing is profit-packing!

Two right—There's even more profit-potential waiting for you in glass!

One or none right—Open the door to profit-land *now* by investigating the greater sales opportunities glass-packing brings to your product!

Duraglas
TRADE MARK REG. U.S. PAT. OFF.

CONTAINERS SELL ON SIGHT

OWENS-ILLINOIS GLASS COMPANY

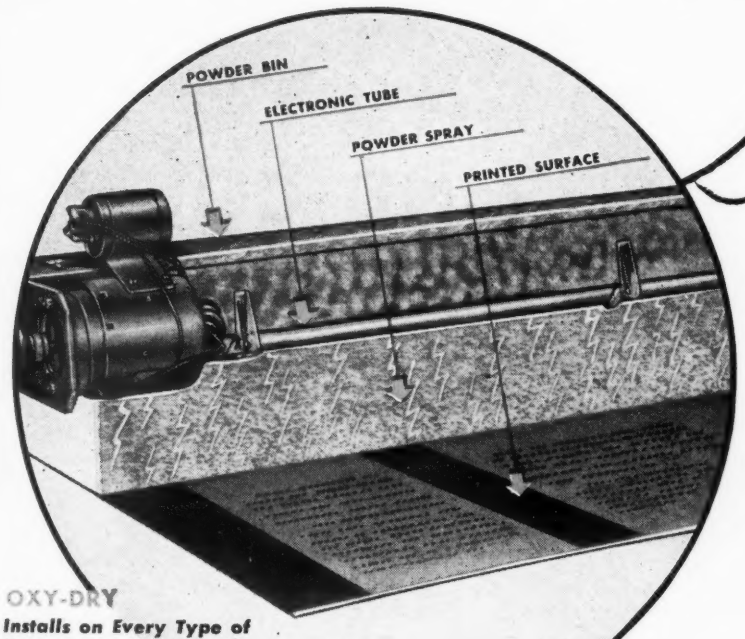
Toledo 1, Ohio • Branches in Principal Cities

ON THE Counter WHERE IT COUNTS -
THE INVITING ELEGANCE AND EXQUISITE WORKMANSHIP OF SMITHCRAFTED CONTAINERS MEET THE TESTS OF MODERN MASS MERCHANDISING
SMITH CRAFTED
THE S. K. SMITH COMPANY • Designers and Manufacturers
2857 NORTH WESTERN AVENUE • CHICAGO 18, ILLINOIS
52 VANDERBILT AVENUE • NEW YORK 17, NEW YORK
332 SOUTH LA BREA AVENUE • LOS ANGELES 36, CALIFORNIA

DON'T STOP THE PRESSES

BECAUSE OF

OFFSET!



OXY-DRY
Installs on Every Type of Press . . . Works with Any Kind of Printing Process

ASSURE FULL PRESS LOAD CAPACITY WITH

OXY-DRY

ELECTRIFIED POWDER METHOD OF OFFSET PREVENTION

Simply install the light, compact OXY-DRY Electrified Powder SPRAYER permanently in your press delivery and *your offset troubles are over!* This work-speeding, money-saving fact is being demonstrated daily on every type of press, the country over—sheet-fed, high-speed rotary and multi-colored . . . in letterpress, offset.

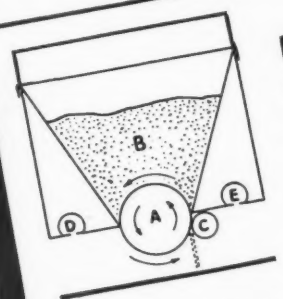
• • •

The OXY-DRY Electrified Powder process proves daily, in hundreds of exacting installations, that it *prevents offset* and *eliminates static* on *all types of work* . . . including overprint varnish, high-gloss and metallic inks on cartons, boxes, labels and cellulose printing.

• • •

Original *cost*, operating economy, effectiveness of *offset-prevention* and permanent *health factors* of OXY-DRY are so attractive as to amaze you. Get all the facts. Write today for full information applying to *your* type of press and work.

Write Dept. MP



As brass cylinder (A) revolves, anti-offset powder (B) is distributed past electronic tube (C) receiving 10,000 volt positive charge and bonding instantly across freshly-printed surface below. The static electricity (negative electric charge) in the paper is instantly dispelled. Air vents (D & E) set up air curtains, and are required only under extremely drafty shop conditions.

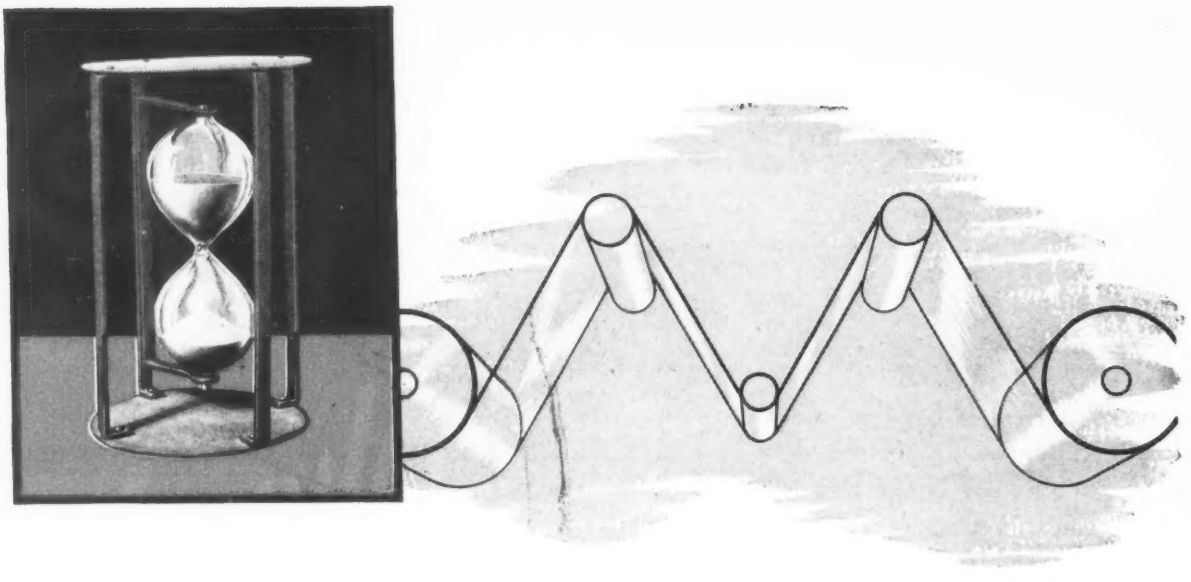
HOW IT WORKS

OXY-DRY SPRAYER CORPORATION

320 S. Marshfield Ave., Chicago 12, Ill.

OXY-DRY

full-press-delivery offset prevention



MAKE EVERY SECOND COUNT

Use Crescent Glassine Inks with Protectovar

THE INKS . . . print and rewind at 400 feet a minute.

THE VARNISH . . . assures a sparkling, high gloss finish, it's fast drying and bonds the ink to the stock. Protectovar runs in the last unit of either aniline or rotogravure presses.

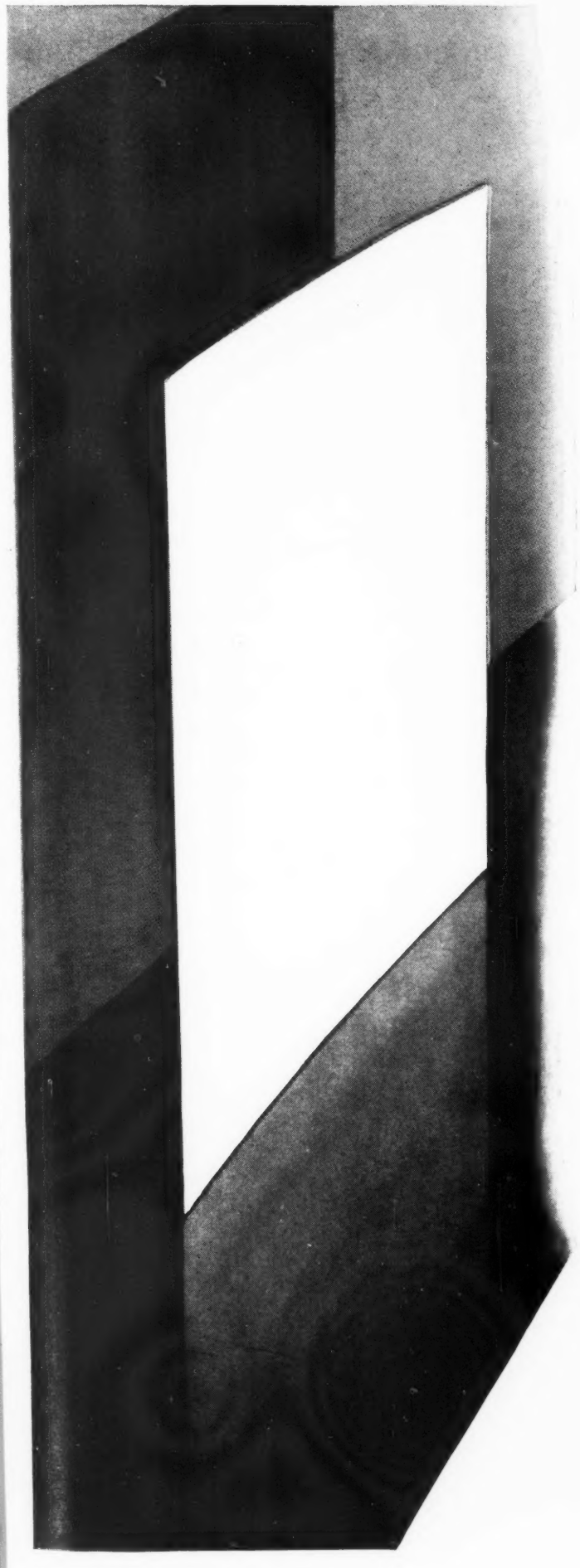
THE RESULT . . . A clean, sparkling package. Colors protected from cracking and peeling.
Whites that stay white through unlimited handling.

Use our facilities whenever you have a speed printing problem. Crescent Laboratories have recently developed faster drying inks for paper, plastic films and metal foils.

CRESCENT INK & COLOR CO.

464 N. Fifth Street, Philadelphia 23, Pa.

Inks for Printing and Lithographing on Paper, Metal, Glassine and Cellophane



WHITE, 65 pt. 30 x 42

Standard mount board . . .

Useful to cover up a hole in the wall, screen a baby's bed from drafts, or use for a partition in a potato bin.

Background for bulletins . . . Baby sitter wanted . . . LOST . . . Everybody Invited!

Storekeeper makes a sign of it . . . Please Use Other Entrance . . . Clearance Sale—50% Off Everything!

And an artist can put something on it that stops people . . . startles, shocks, brings smiles, chokes up the throat . . . makes them resolve to give up strong drink and write Mother more often, vote for Whoozis, or go in the store and Buy Now!

But whatever it does, or is done with it, it's just board.

STORE DISPLAYS are mostly board, with a veneer of printed paper.

What's printed on the paper . . . is the difference between good and bad, expensive and inexpensive display.

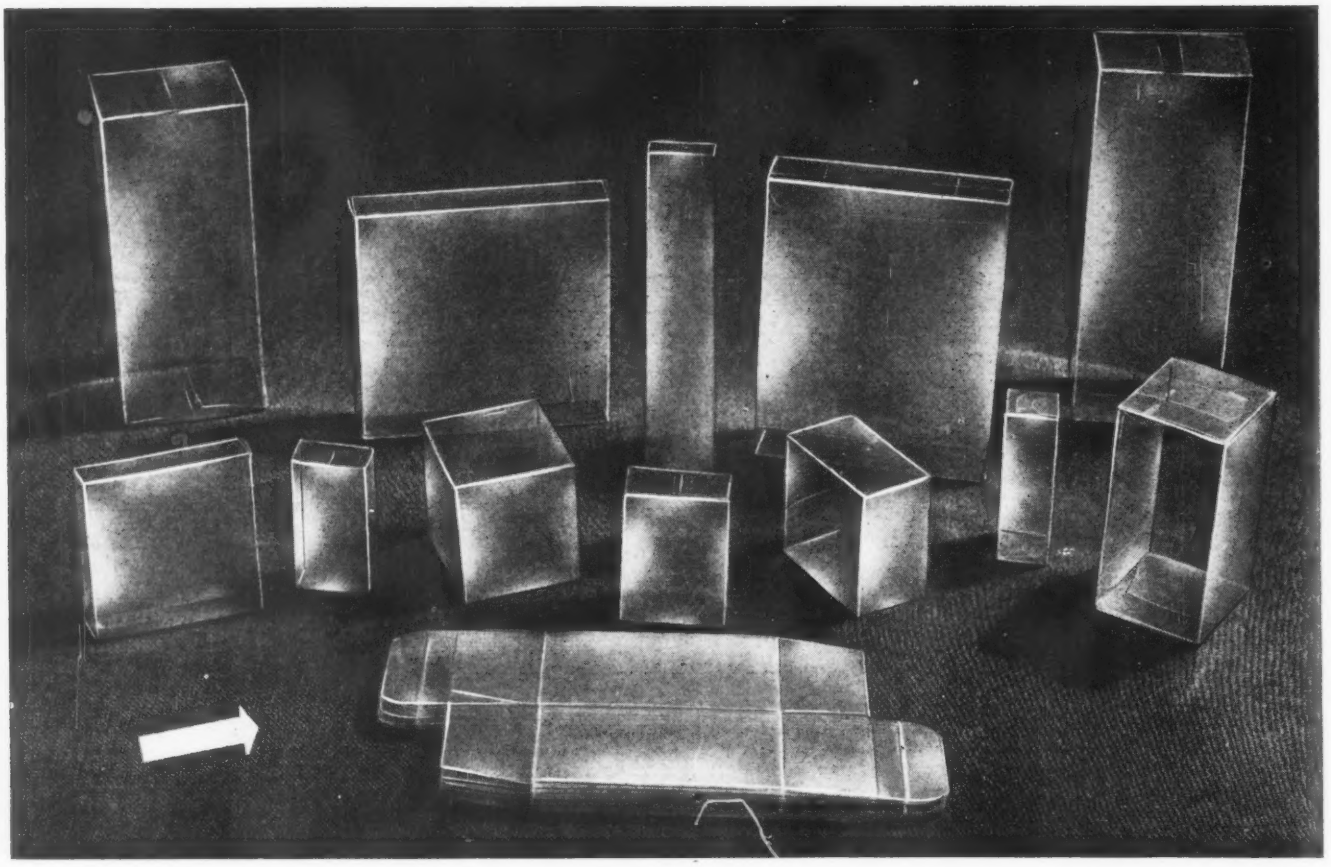
By our standard, a display is a form of *advertisement* . . . and without an impelling idea, effectively expressed, no advertisement does anything!

By our standard, getting the idea and expression into the display means more than getting the order out of you.

Lots of lithographers sell board and printing . . . Einson-Freeman sells displays!

If you don't care about the distinction, you probably won't care much, either, about . . .

Einson-Freeman Co., Inc.
Rather-be-right-than-rich lithographers
Starr & Borden Avenues, Long Island City, N. Y.



The Big Little Difference

that makes Plastafol* Cartons unlike *any* others you can buy *anywhere*

● Why do Plastafol Cartons *cost less* in small sizes than any other rigid plastic cartons?

Why do they ship and store in less space, at less cost, than any other comparable cartons?

Why can you do packaging jobs with them that *can't* be done with any other cartons?

Simply because Plastafol Cartons are the ONLY plastic cartons that FOLD FLAT . . . that bend without cracking.

This means they can be mass produced by *us* for a price that will appeal to *you*. It means they come to you conveniently packed, 50 or so to the vertical inch . . . each one a single strong piece of window-clear, top-grade plastic, ready to be set up in seconds. Check up on Plastafol Cartons today!

*Trademark. The Plastafol carton is protected by present and pending patents.

✓ Not acetate, Plastafol Cartons are made from a superior, specially developed plastic with *foldable*, non-cracking qualities.

✓ Proved in use, Plastafol Cartons are already used in packaging everything from cosmetics to photographic supplies.

✓ Variety of designs. Ends may be tucked, glued—or locked for extra package security. Available in large runs.

Write or phone for information, technical help, ideas and prices!

Troth • Bright • Page

INCORPORATED

Paoli, Pennsylvania. Phone Paoli 1846

INKS *do the talking for packages that* SELL

EVERY PACKAGE IS AN EXHIBIT... an advertisement... a sales talk for the product it presents. Basically, that is why all elements entering into the make-up of a package must be right if the package is to fulfill successfully the purpose for which it was created. This means giving equal attention to the selection of design, stock, color and INK.

TODAY, THERE IS MORE THAN COLOR in a printing ink ... there is a wide variety of textures at your command. These new surface effects lend variety and introduce a tactile quality to printing—to supplement the eye-appeal of the color itself. Investigate the properties and possibilities of the many types of ink available. You will find there is a right ink for each particular job.

Sun
CHEMICAL
CORPORATION

GENERAL PRINTING INK DIVISION

SUN CHEMICAL CORPORATION • 100 SIXTH AVENUE, NEW YORK 13, N. Y.

GEO. H. MORRILL • FUCHS & LANG • SIGMUND ULLMAN • EAGLE PRINTING INK
AMERICAN PRINTING INK • E. J. KELLY • GENERAL PRINTING INK CORP. OF CANADA, LTD.

See Your Office or Shipping Room Supply Dealer

ON SHIPPING TAGS

ON BOXES

"IT PRINTS ANYWHERE"

ON LABELS

ON CARTONS

ON PACKAGES

Established 1921
Reg. U. S. Pat. Off

FAST, ECONOMICAL—IDEAL FOR MARKING, ADDRESSING, DUPLICATING, SMALL PRINTING JOBS

Guarantees you accuracy in those duplicate addresses, code markings, signatures.

The No. 1 MULTISTAMP stencil duplicator permits quick changes in wording . . . gives you "a rubberless stamp in one minute for two cents." Prints in places no other duplicator can reach . . . takes up to 5 lines of type 3 inches long. Makes 1000 or more clear copies from one stencil, one inking. Just type or write the stencil, snap it on, and print.

Complete with supplies in compact, durable case. Weight: 2 pounds

MULTISTAMP
STENCIL DUPLICATOR

MANUFACTURED ONLY BY THE MULTISTAMP CO., INC. NORFOLK, VIRGINIA

No 1 RUBBER STAMP SIZE

$9.50 f. o. b. factory

COMPLETE (non-mechanical) OUTFIT

Larger Outfits Also Available

Packaged BY Farrington

makes a Favored Gift of the Finest Jewelry

As these Farrington Boxes enkindle the "gift spirit" of Simmons quality jewelry, so too can custom-designed Farrington Packaging enhance the *giving* and *receiving* value of your product.

Time is short. Only two months left to get your line really Christmas-ready...and of course that means "Packaged by Farrington."

FARRINGTON MANUFACTURING COMPANY

GENERAL OFFICES: 80 ATHERTON ST., BOSTON 30, MASS.
CANADIAN PLANT: FARRINGTON MFG. CO., LTD.
1191 BATHURST ST., TORONTO 4

Westinghouse Uses Thermo-Kote*

For Positive, Clean, Fast Labeling of Many Surfaces and Materials

*Thermo-Kote labels adhere with a firm, positive bond to tin, wood, enameled metal and corrugated materials, at Westinghouse Electric Corp., Aviation Gas Turbine Division, Essington, Penna.

Containers in the picture above hold spare parts for jet engines to be shipped to Navy depots in this country and overseas. As the picture shows, *Thermo-Kote labels have been applied to many surfaces — wood, corrugated board, enameled containers and tin.

This thermoplastic label paper (approved by the U.S.Navy, Bureau of Aeronautics), provides Westinghouse with the following advantages:

- Positive, firm bond — on a wide variety of surfaces, curved or flat. Eliminates the need of special adhesives. Sticks when glue won't.
- Increased labeling speeds — two operators label fifteen hundred containers per hour, regardless of shape or size.
- *Thermo-Kote pre-gummed labels meet difficult U.S. Navy, Bureau of Aeronautics overseas requirements.
- Uniform consistency of adhesive — reduction of waste — no smeared appearance.

These and other advantages are why users in the pharmaceutical, brewing, textile and other industries have converted to *Thermo-Kote. Write Nashua's Sales Research Department for complete information about this revolutionary thermoplastic paper and samples.

*Provisional trade mark

NASHUA
MAKES PAPER MAKE MONEY FOR YOU

NASHUA GUMMED AND COATED PAPER COMPANY
NASHUA, NEW HAMPSHIRE

Modern packaging

Vol. 22 No. 2 October 1948

MODEL TESTING. Interviewers were equipped with specially constructed interviewing boards strapped around the neck. Respondents were asked to select the one of eight models of a cream deodorant jar they liked best—four were designs recommended by the designer; four were competitors' jars with brand identity removed. Votes were 67.5% for a jar and cap determined by previous pictorial polling and designers' analysis to be ideal jar for this product.

PRE-TESTING TECHNIQUES

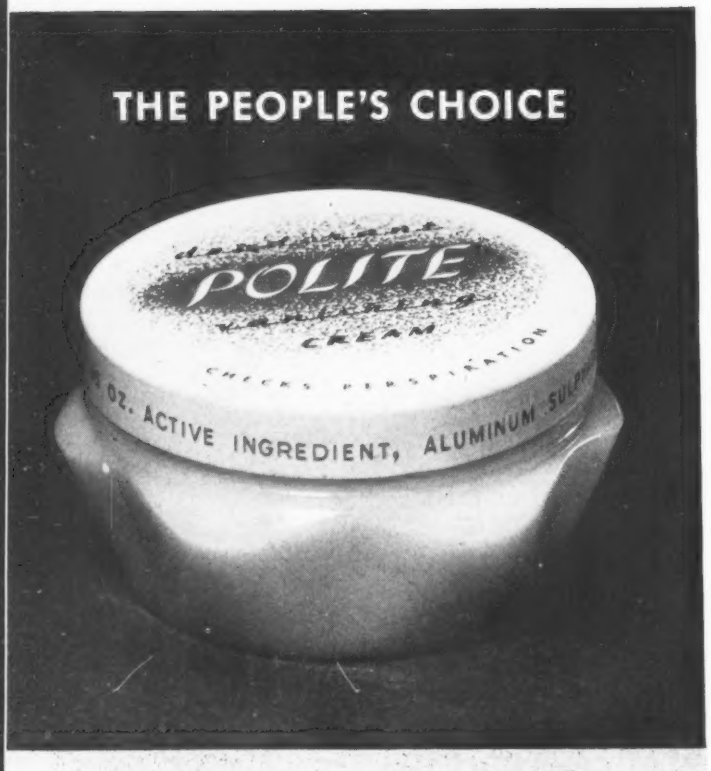
Intensive study for Lambert demonstrates new methods of combining consumer reaction with designers' analysis to take the costly guesswork out of package planning

If sufficient samples of every new package could be produced and sold beside its competitors in test market areas, the problem of selecting a package with maximum consumer acceptance would be simple.

Unfortunately the cost of such pre-testing is prohibitive. The manufacturer must decide on the design of a package in dummy form, long before it ever gets on the market. A new package for a nationally distributed product usually means an investment of considerable money. Once on the market, it must be relied upon to bring a return of many thousands of dollars, sometimes millions.

How, then, can the effectiveness of package design be predetermined? During the last few years, more and more companies have been striving to eliminate the guesswork by adapting polling techniques of measuring public opinion to package design.

The better such techniques can be used to approximate actual consumer preferences at the point of sale, the greater is the assurance that the package will be a



FINAL CHOICE, embodying all features recommended as a result of the study: attractively shaped jar, strongly molded, easy to grip—a flat-surfaced cap, warmly decorated with cosmetic colors, light letters against a darker background for trade name, with product name emphasized. Script lettering of the product name was further strengthened for final production runs.

success when it gets on the counter. Every report of procedure used for such studies is therefore a valuable contribution toward the forming of more effective methods of pre-testing consumer acceptance of new packages.

Currently the Lambert Pharmacal Co. is putting on the market a new cream deodorant called "Polite." The jar and cap adopted for this new product are excellent examples of the results of a far-reaching study in which the designers originated many interesting new steps in consumer research technique to predetermine what would constitute a successful package.

This technique, different from most polling, was aimed at bringing together factual information to serve as a basis for *creating* outstanding designs. Credit for the development of this technique goes to the design firm of Van Doren, Nowland and Schladermundt. It was not limited to initial ideas, but so planned, on the basis of research analysis, that improved designs could be created to combine the best features of the several original ideas tested. In no case was the client presented with a design merely because it polled the greatest number of actual votes during an initial phase of the study.

The final result combined what were found by test results and analysis to embody in one package the most successful features of packages for all leading competitors already on the market—in addition to many other desirable features consumers said they wanted in an improved cream deodorant package. These features, found in the final jar, are: easy to grip, attractive shape, strongly molded form—and for the cap: warm pastel colors and delicate lettering of product name.

The study was conducted entirely by personal interviews. It was divided into two parts—first, pictorial polling, in which the respondents were asked to give their preferences for suggested illustrations of various packages shown on cards; second, model polling, in which consumers were asked to make their choices from a group of three-dimensional models of jars and caps. The use of three-dimensional models, it was reasoned, alleviated the danger of producing a package which looks well in a photograph but does not receive acceptance when tested in model form. The wisdom of this will be revealed later as the various steps of the program are explained.

First step in the program was to determine what type of container was preferred by women for a cream deodorant. Lambert was introducing a new product. Its form was a cream. Therefore any type of container for a cream product was applicable. But what type did women like best?

Card No. 1 for the interviewer's portfolio was thus prepared with line drawings of the various types of containers suitable for a cream deodorant: A—a regular collapsible tube; B—a regular glass jar with screw cap; C—a jar for holding cream-loaded pads, a new method for applying deodorant already on the market; D—a novelty type of container that had never been on the market; E—a squat, pancake-type jar designed so that cream could be removed with the ball of the finger and not get under the fingernails; F—an applicator tube which permitted the user to spread the deodorant directly from tube to skin without the necessity of using fingers.

Second step, after determining that a glass jar would be the most effective container, was to find out what shape of jar was preferred.

Card No. 2, therefore, showed photographs of sketches of 13 different jar designs. Among the 13 were jar shapes of every leading brand on the market, in addition to new shapes suggested by the designer. The caps of the jars contained no identification, so that respondents could choose the jar shapes they liked best without being influenced in any way by printed material or color on the cap.

The third step was to determine the ideal jar cap and logotype which would have the preferred combination of color printing and design.

Card No. 3, therefore, showed photographic illustrations of 13 jar caps designed to fit the 13 jars shown on Card No. 2, including those used on all competitive brands, as well as the designers' suggestions for the ideal cap and logotype. A hypothetical brand name, "Solo," was used on all the jar caps so that no actual

brand name would be recognizable, but the lettering, colors and arrangements were presented in exactly the same style as those of competitors' brands.

The interviewers were further instructed, if either caps "H" or "L" (see illustration of Card No. 3, page 99) were selected as first, second or third choices, to explain to the respondent that these caps were transparent plastic—one with gold lettering and the other with raised lettering made in the mold—considerably more expensive than the others. On this basis the interviewers inquired if the respondent would be willing to pay more for the added attractiveness of the more expensive plastic caps.

The repondents who selected "H" and "L" caps were also asked to make a second selection, eliminating these caps from their choices.

The purpose of these additional questions was to find out whether or not women would pay more for an unusually attractive jar. Also to determine if a more attractive jar would tend to make women display their deodorant much as they now display attractive perfume bottles on their dressing tables.

Along with the cards, the interviewers were given questionnaire sheets with seven questions. The first three questions were asked when the cards were shown, requesting first, second and third choices and "why" in answer to: (1) which type of container do you prefer? (2) which deodorant jar do you like best? (3) which cap design do you like best? Question 4, "Would you be willing to pay more for this jar?," was asked only if the respondent selected caps "H" or "L" (see illustration of Card No. 3) among her first three choices. Question 5 was a repeat request for first, second and third choices of the remainder after eliminating "H" and "L."

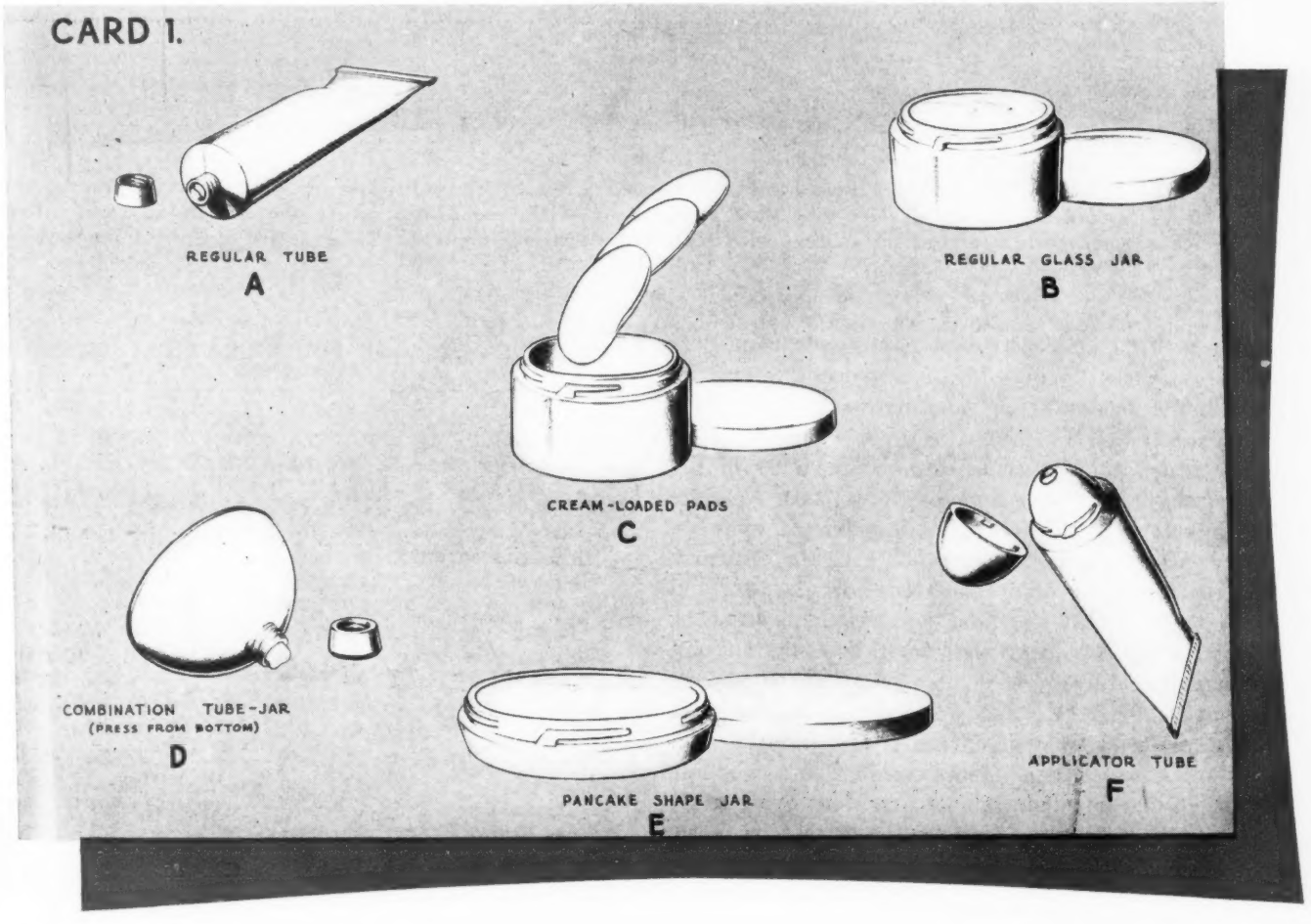
Interviewers were instructed to distribute their interviews as follows: 80% among women and 20%

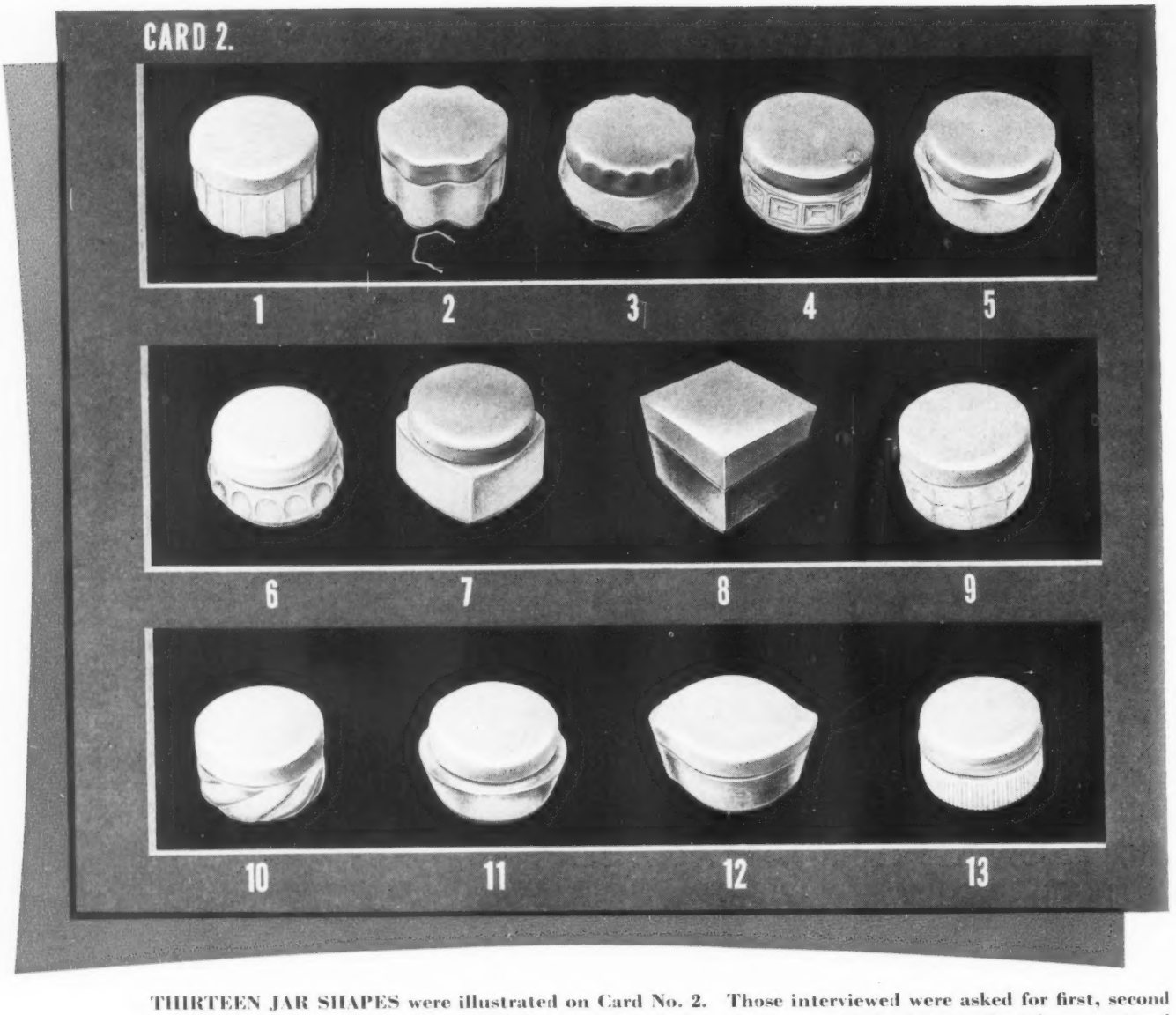
TABLE I—PREFERRED TYPE OF CONTAINER

Type of container	*First choice* No.	%	*Second choice* No.	*Third choice* No.
No. answering:	*234*	*100*	*231**	*208**
Conventional glass jar B	55	23.5	30	35
Applicator tube F	54	23.1	54	33
Pancake-type jar E	41	17.5	41	41
Cream-loaded pads C	31	13.2	35	53
Combination tube-jar D	28	12.0	32	28
Conventional tube A	25	10.7	39	18

* Not all respondents gave second and third choices.
NOTE: See illustration of Card No. 1 for container identification.

SIX POSSIBILITIES for cream deodorant containers were shown on Card No. 1. Respondents were asked to pick from the six their first, second and third choices of the type of container they considered most ideally suited to a cream deodorant. Glass jar B and applicator tube F were preferred.





THIRTEEN JAR SHAPES were illustrated on Card No. 2. Those interviewed were asked for first, second and third choices of jars they liked best. Four of these jars are actual photographs of competitors' packages already on the market with trade identification removed. The rest are designers' suggestions.

among men. Questions 6 and 7, however, were only asked of women: "Where do you keep deodorant now?" and "If the deodorant jar were more attractive where would you keep it?"

The instructions emphasied the importance of the word "why" after each choice. They read: "We are very interested in the *reasons* for respondents' answers, since it is these reasons which will give the designers their real clues to good design. It is important for you to understand that the final jar design may not be merely Jar No. 2 or No. 7, but might be a combination of the good features of both. Therefore, merely knowing that Jar No. 2 or No. 7 is considered most popular by the majority of respondents is not enough. We must know 'why?' respondents consider them popular so the designers will be able to combine these good features. Some reasons for selecting certain jars may be: 'Broken surface insures good grip.' 'Flat-sided or angular jar more attractive than plain round surface.'

TABLE II—REASONS FOR PREFERRING TYPE OF CONTAINER

	Total		*Type of container*					
Reasons	*No.*	*%*	*A*	*B*	*C*	*D*	*E*	*F*
No. of reasons:	*529*	*100*	*70*	*106*	*86*	*73*	*98*	*96*
Easy to use	121	22.9	13	12	50	2	13	31
Habit	99	18.7	9	84	..	..	6	..
Easy to pack or carry in purse	63	11.9	8	1	3	1	46	4
Not so messy	39	7.4	4	2	9	6	4	14
Prefer this type	37	7.0	16	1	2	4	12	2
Can get last of cream out	33	6.2	4	..	..	20	8	1
Dislike using fingers	26	4.9	..	..	1	..	..	25
Different	23	4.3	..	..	2	17	1	3
Takes up least space	21	4.0	7	..	1	..	7	6
Sanitary	12	2.3	..	..	12	..	..	..
Cream wouldn't dry out	11	2.1	5	4	..	1	1	..
Miscellaneous	44	8.3	4	2	6	22	..	10

NOTE: See Card No. 1 to identify containers.

TABLE III—PREFERRED JAR DESIGN

Jar design	First choice No.	First choice %	Second choice No.	Third choice No.
No. answering:	236	100	236	236
Suggested design No. 8	47	20.0	24	10
Suggested design No. 2	33	13.9	33	21
Competitor's package No. 1	31	13.2	16	20
Suggested design No. 12	23	9.8	14	22
Suggested design No. 3	22	9.3	20	15
Competitor's package No. 10	18	7.6	20	23
Competitor's package No. 6	15	6.4	18	22
Suggested design No. 7	15	6.4	24	14
Suggested design No. 4	13	5.4	12	13
Competitor's package No. 13	8	3.4	18	22
Suggested design No. 11	6	2.5	10	12
Suggested design No. 5	4	1.7	12	28
Suggested design No. 9	1	0.4	15	14

NOTE: See Card No. 2 to identify jar numbers.

'Would look well on dressing table.' 'Different—unusual shape,' etc."

The instructions demanded reasons only for the first choice, since it would be difficult to get reasons for each choice in all the questions, but the interviewers were impressed with the fact that the survey would be valueless without reasons, at least for the first choices. If the interviewers could get reasons for the second and third choices, so much the better.

Interviews were made wherever they could be obtained—on the street, in small stores when clerks were not busy, in parks, railroad stations, in homes. The interviewing was done in New York City, in the greater New York metropolitan area including northern New Jersey; in Milwaukee, Wis.; Montgomery, Ala., and Terre Haute, Ind. The Far West was not included because after the first sampling it was discovered that there was no difference in preferences between geographic areas.

All of the interviewers were instructed to concentrate their interviews among middle-class groups and to avoid, whenever possible, extremely high- and low-income groups.

Since it was found there was no significant difference between responses of men and women, the breakdown by sex was not shown in the tables of the study.

Preferred type of container

Tabulated results of the pictorial part of the study showed that the conventional glass jar and the applicator tube were preferred containers, 23.5% and 23.1%, respectively (Table I). The difference between them was less than 1%. However, it was decided that the glass jar was the most practical container which could be used at present and for this reason it was selected as the container for the Lambert Pharmacal Co. product.

Preferred jar and jar cap

In the selection of the jar and jar cap, much more importance was attached to the analytical impact of the results than to actual polling of the designs presented. For example, the total reasons for all types of containers showed 22.9% preference for a container that was "easy to use." This high percentage was considered more significant in planning a convenient container than the scattered number of mentions of "easy to use" with respect to each type of container individually (Table II). The jar polling (Table III) showed the highest percentage of preference, 20.0%, for Design No. 8 (see illustration of Card No. 2, page 96). As a design, however, this container was not given further serious consideration at this stage of the study. Its rectangular shape was included for its aesthetic value and to test the appeal of an attractive new design, but it was too expensive for practical production at the present time. Much significance was attached to the fact, however, that Jar No. 2, a theoretical design, which won second place, received practically the same number of mentions as third choice (Jar No. 1), the actual container for a leading brand, 13.9% and 13.2%, respectively. This result also substantiated the wisdom of testing further in the model study an entirely new design, Jar No. 5, which, according to the designers, had all the desirable features of the two jars that polled in second and third place, but was way down the list in the pictorial polling, partly be-

TABLE IV—REASONS FOR JAR TYPE PREFERENCE

Reasons	Total No.	Total %	Jar design 1	2	3	4	5	6	7	8	9	10	11	12	13
No. of reasons:	621	100	67	76	50	32	31	49	47	86	27	35	28	53	40
Attractive, nice design	158	25.4	6	25	13	13	15	11	4	20	7	14	9	20	1
Good grip	141	22.7	30	23	18	8	1	27	3	2	6	2	..	2	19
Modern, different	73	11.8	..	5	..	..	4	1	3	29	1	4	1	25	..
Plain, neat	72	11.6	9	14	4	3	5	2	8	1	7	4	10	1	4
Easy to store	43	6.9	4	2	1	2	..	1	12	13	3	1	..	..	4
Like shape	41	6.6	5	1	1	1	2	2	10	10	2	1	1	..	5
Wide top convenient	30	4.8	8	4	5	1	..	1	..	..	..	2	5	2	2
Like smooth sides	21	3.4	1	..	..	2	1	..	6	5	1	1	..	1	3
Would look nice on dressing table	18	3.0	2	2	2	..	1	2	..	5	..	1	2	1	..
Prefer low jar	8	1.3	..	..	6	1	..	1	..	..	..	..	..	..	..
Miscellaneous	16	2.5	2	..	..	1	2	1	1	1	..	5	..	1	2

NOTE: See Card No. 2 for jar numbers.

TABLE V—PREFERRED CAP DESIGN

Cap design	First choice No.	First choice %	Second choice No.	Third choice No.
No. answering:	237	100	237	237
Suggested cap H	58	24.5	26	17
Suggested cap L	44	18.6	38	21
Suggested cap B	38	16.0	34	37
Suggested cap C	33	13.9	44	34
Suggested cap G	12	5.1	23	34
Competitor's cap A	11	4.6	13	21
Competitor's cap M	9	3.8	14	16
Competitor's cap F	7	3.0	6	3
Suggested cap I	7	3.0	8	8
Suggested cap D	6	2.5	3	10
Competitor's cap J	5	2.1	16	17
Suggested cap K	4	1.6	2	10
Suggested cap E	3	1.3	10	9

NOTE: See Card No. 3 to identify cap letters.

cause, it was felt, the illustration did not show off its form to best advantage.

More significant and valuable, however, for the analysis, were the reasons for these choices (Table IV). The highest number of reasons, 25.4%, was for "attractive, nice design." Second highest, 22.7%, was for "good grip"; third, for "something modern, different"; fourth, for a "plain, neat container."

Substantially the same pattern was obtained from the jar cap tabulations (Table V). "H" and "L" caps, very beautiful but expensive, received the highest votes, 24.5% and 18.6%. Jar caps "B," "C" and "G"—in that order—received the succeeding highest votes. Reasons for jar cap preference were for "good grip, easy to open and close" (21.7%), with "attractiveness of design" in second place (19.6%), as indicated by Table VI.

Preferences, after elimination of the "H" and "L" caps, however, according to Table VII, showed the outstanding result of 41.4% for the proposed cap "B," 27.6% for cap "C" and third highest, 8.6%, for cap "G," indicating that "B," "C" and "G" were still the leaders and in the same order comparatively.

On the basis of these results and an analysis of the reasons given, typical design specifications for the jar were deducted as follows:

A. The jar should be strongly molded both for attractive appearance and to provide a good grip.

B. The molding should be pronounced rather than delicate.

C. "Grip" is one of the most important considerations for an ideal deodorant jar.

D. Plain, cylindrical shapes should be avoided.

E. Decorating the plain, cylindrical shape does not, in the mind of the consumer, compensate for strong molding.

Jar cap specifications were summarized as follows:

A. Script or lettered printing of the deodorant name is desirable.

B. Block printing of the deodorant name is not desirable.

C. Auxiliary lettering should be in script form rather than block form.

D. All lettering should have a light, delicate feeling rather than a heavy, solid feeling. The deodorant name should be in light letters against a darker background and this darker background should be placed on a light-colored jar cap.

E. Crenelations in the jar cap are optional, but the jar cap should have a flat surface to permit stacking with other jars in a medicine cabinet.

F. High-styled jar caps ("H" and "L") are desirable and respondents would be willing to pay more for such decorative caps, 61% saying they would pay more; 39% that they would not.

Replies to the question: "If a deodorant jar were more attractive, where would you keep it?" indicated that a more attractive cream deodorant jar would have a definite effect on its placement. Many respondents said that a more attractive jar would be displayed on the dressing table instead of being kept in the medicine cabinet, bureau drawer, etc.

Model testing

The Lambert package for "Polite" could have been produced on the basis of the study to this point. But to confirm the findings and to refine results, the designs

TABLE VI—REASONS FOR JAR CAP PREFERENCE

Reasons	Total No.	Total %	Jar cap A	B	C	D	E	F	G	H	I	J	K	L	M
No. of reasons:	630	100	32	92	141	17	17	16	42	99	18	22	14	86	34
Good grip, easy to open and close	137	21.7	17	39	68	..	..	1	2	1	..	..	..	5	1
Attractive, good design	123	19.6	..	19	25	2	5	1	13	22	7	2	8	18	1
Like lettering	107	17.0	9	9	15	3	1	1	8	23	5	7	2	15	3
Plain, neat	83	13.2	2	9	10	5	3	7	11	1	1	9	1	4	17
Easy to read	55	8.7	3	8	8	5	3	2	6	1	3	3	3	2	8
Modern, different	46	7.3	..	..	1	..	1	..	1	19	1	1	..	22	..
Cap complements jar	25	4.0	1	2	8	..	..	..	..	8	..	..	..	5	1
Like shape	22	3.5	..	5	3	1	..	..	..	3	..	..	..	10	..
Would look well on dressing table	13	2.1	..	1	..	..	..	..	..	8	..	..	..	1	..
Cover would fit tightly	9	1.4	..	..	..	..	..	1	..	3	1	..	..	1	3
Miscellaneous	10	1.5	..	..	3	1	1	..	1	4	..	..	..	..	..

NOTE: See Card No. 3 to identify cap letters.

TABLE VII—PREFERRED CAP DESIGN
(Omitting caps "H" and "L")

Cap design	*First choice*		*Second choice*	*Third choice*
No. answering:	*No. 116*	*% 100*	*No. 116*	*No. 116*
Suggested cap B	48	41.4	17	10
Suggested cap C	32	27.6	40	19
Suggested cap G	10	8.6	27	26
Suggested cap I	7	6.0	3	9
Competitor's cap J	6	5.2	5	13
Competitor's cap A	5	4.2	5	8
Competitor's cap M	4	3.4	6	3
Suggested cap D	1	.9	..	8
Suggested cap E	1	.9	5	9
Competitor's cap F	1	.9	3	5
Suggested cap K	1	.9	5	6

NOTE: See Card No. 3 to identify cap letters.

selected on the basis of this analysis were submitted to testing in model or third-dimensional form. This was perhaps the most interesting and revealing part of the study.

Eight models—four of the proposed designs and four competitive jars (brand identifications removed)—were placed on a special interviewing board, actually a specially constructed portable table which the interviewer could fasten with a strap around her neck (see illustration, page 93). The proposed models were prepared on the basis of the design specifications outlined above. The competitors' caps were simulations in design and color schemes of the actual brands on the market, but with the name "Solo" substituted. The proposed designs were prepared with logotypes and in color schemes which the designers felt had greatest cosmetic appeal. Jar designs No. 2, 3 and 5 (pictorial poll, Card No. 3)

JAR CAPS were shown to respondents separately from jars. Four of these caps are competitors' caps with name "Solo" substituted in each case for actual brand name, so there would be no influence by brand preferences. The rest are recommended designs. Caps H and L were more expensive caps, put in to determine whether women would pay a greater price for a more attractive cream deodorant package and to determine if a more attractive package would tend to make women put their deodorant on the dressing table much as they do perfume bottles. Some 61% said they would be willing to pay more.

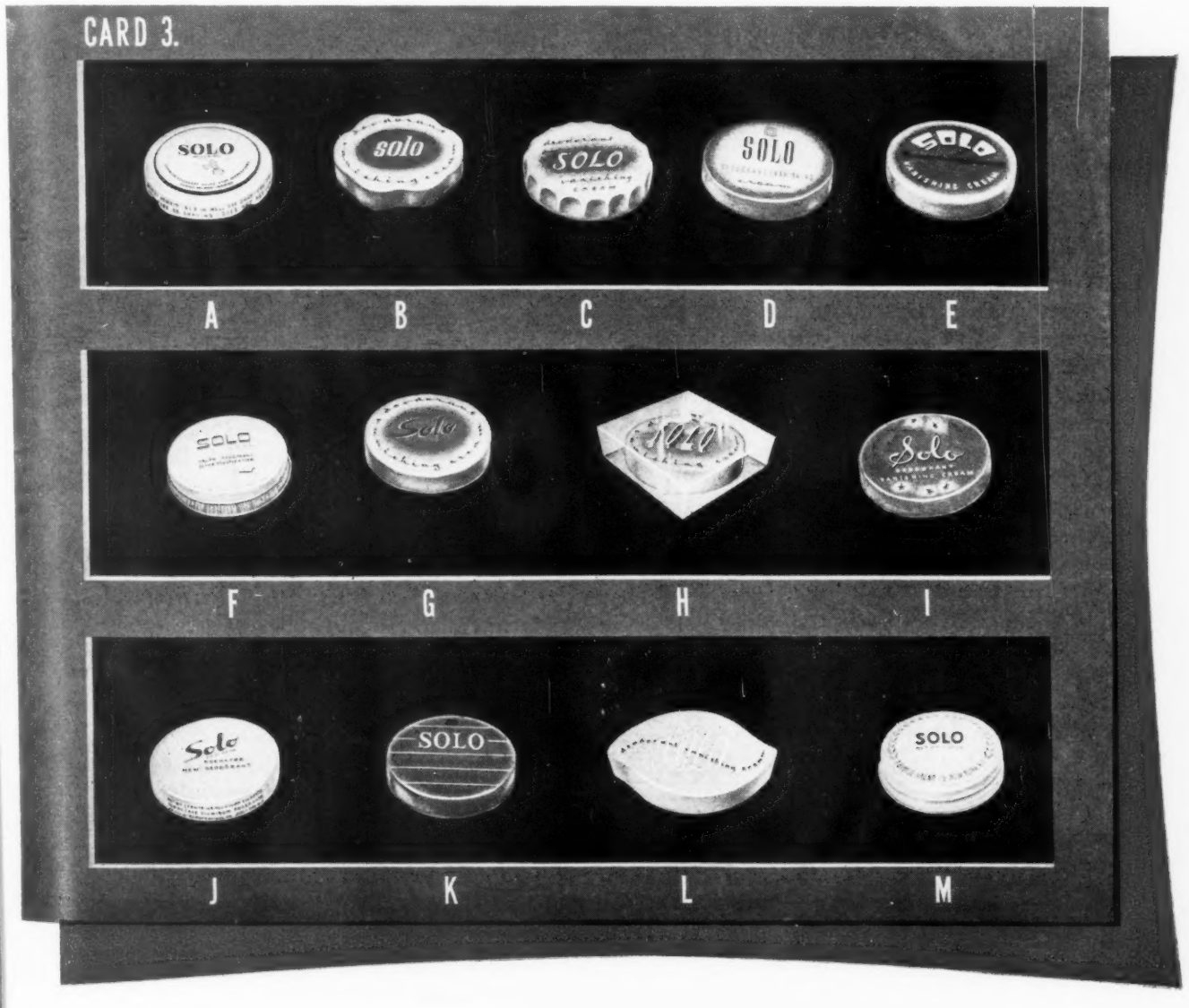


TABLE VIII—PREFERRED MODEL (8 Models)

Model*	No. of interviews:	Total No. 856	Total % 100
Suggested model No. 3		186	21.7
Suggested model No. 5		177	20.7
Suggested model (new design)		143	16.7
Suggested model No. 2		97	11.3
Competitor's package No. 13		82	9.6
Competitor's package No. 10		81	9.5
Competitor's package No. 1		53	6.2
Competitor's package No. 6		37	4.3

* Model numbers correspond to design numbers on Card No. 2.

were used and in addition a new design having all the required characteristics was included.

All votes were obtained in street interviews conducted in diversified sections of New York City. Broader geographic scope was prohibited by time limitations. On each interviewer's portable exhibit of the eight jars was a placard, "Help select a new deodorant jar. Vote here." This immediately conveyed the idea that the interviewer had nothing to sell. Response was overwhelming, people asking to cast their votes. To keep various respondents from voting for a jar because they saw others voting for the same one, the interviewers kept their tabulations on pads attached to the vertical board behind the jars so the voter could not see previous balloting. The jars were affixed to the board so they could not be taken off to delay procedure. Interviewers asked the simple, direct question: "Which jar do you like best?" When time permitted, reasons were obtained for the preference and recorded on pads attached to the interviewing board.

The 856 interviews obtained in this test of the initial models clearly confirmed the findings of the first part of "pictorial illustration" section of the study. The designers' proposed models made in accordance with the analysis and preferences expressed in the first part of the study, polled 70.4% of all the votes (Table VIII).

Jar No. 3 (see illustration of Card No. 2) with cap "C" (Card No. 3) and Jar No. 5 in combination with cap "G" were distinct leaders. The reasons given for these preferences indicated that Jar No. 3 was liked principally because of the cap, while Jar No. 5 was preferred principally because of the base.

Final selection

Therefore, it was obvious that these two jars should be re-polled with the caps exchanged. The purpose of the test was to check back and find out if Jar No. 5 in combination with cap "C" was actually the ideal combination. The combination of Jar No. 5 and Cap "C" polled 67.5% of the votes (Table IX) and, therefore, this combination was selected for the final design—a design known to embody those features which consumer opinion as well as the designers' recommendations and analysis indicated to be the ideal package for a cream deodorant.

TABLE IX—PREFERRED MODEL (Reversed caps—two models)

Model	No. answering:	Total No. 108	Total % 100
Suggested jar No. 5—Cap C		73	67.6
Suggested jar No. 1—Cap G		35	32.4

NOTE: See Cards Nos. 2 and 3 to identify jar numbers and cap letters

The advantage of furthering the tests with the three-dimensional models was indicated by the following example. Jar No. 5, which received the top rating in model testing, did not receive a high rating in the pictorial polling. In the analysis stage, however, Jar No. 5 fitted ideally into the design specifications of a good deodorant jar and was, therefore, included in the model testing, corroborating the designers' theories, based on long experience, with the actual polled results of the research study.

The value of the model testing was also revealed by the difference in the respondents' attitude in the two polls toward Jar No. 2. In the pictorial stage, this design received a high rating because it was felt that it provided an excellent grip. During the model stage, when respondents actually were able to touch the three-dimensional models, it was discovered that the grip of the fingers acted as a key between the jar and the cap, making it almost impossible to remove—again indicating the value of model testing to avoid the possibility of planning a package that would be inconvenient in use.

Habit factor

The high percentage of preference shown for the glass jar and the applicator tube was thought to be due to habit—selection because of familiarity with certain types of containers. The time may come, it is said, when research techniques will be developed to a point where the element of habit can be accounted for and designated to its proper place in studies of this kind. By such methods, manufacturers might be able to tell in advance whether it would or would not be possible to break down resistance to change—resistance expressed, for instance, in the foregoing study, by the relatively few preferences given for the entirely new type of novelty container (D on Card No. 1, page 95) apparently because it was something with which respondents were unfamiliar.

Research costs

The cost of consumer research such as this study for Lambert Pharmacal Co.'s "Polite" is not low. It sometimes amounts to half or more of the total price of a design for a new package. But when related to the thousands—often millions—of dollars sometimes required to produce and launch a new package, it is a very small price to pay for insurance against the fabulously costly mistakes that can be made when a package is selected by guesswork.

CREDIT: *Complete research program, consumer testing and design, Van Doren, Nowland & Schladermundt, New York.*

This month's COVER PACKAGE*

No. 22 of a series

THE PROBLEM: A producer of quality chocolate confections is supposedly planning to enter the popular-priced market with a line of chocolate bars. The package must be inexpensive to produce, yet attractive and different, to set it off as a quality product and to make a better showing than any other chocolate bar on the market so far. The maker is planning to do this with a sophisticated treatment usually associated with expensive boxed candies. The chocolate bars, to be called "Sucaris," will be produced with various fruit flavors. These flavors offer an opportunity for interesting illustrations of various gaily-colored fruits on the package. Another consideration is the form of the package. Instead of a conventional wrap, the chocolate maker believes a carton package will give more rigidity and offer broader areas of level surfaces to show off the color printing.

THE SOLUTION: Rather than realistic illustrations to suggest the fruit flavors, highly stylized two-dimensional designs in bright, primitive colors against a black background have been adopted to tell the flavor story. These illustrations dominate the tops of the folding cartons, a different one to designate each flavor in the line—so distinctive that they immediately give recognition to the brand. Brand name and a brief description of contents are printed in graceful, but bold, hand-lettered, black script around the yellow and magenta sides of the carton to blend with the basic design colors. To give richness to the design, the cartons are to be printed by an offset technique on light-weight paperboard. The final result is something new on the candy counter, providing pictorial interest and striking color appeal, believed to be especially attractive to children and the younger shopper. The individual cartons also have the added advantage of being such that they may be cellophane overwrapped in multiple units when it is desired to encourage larger units of sale—a practice which is gaining acceptance.

THE DESIGNER: Emmy Zweybruck is widely recognized for her distinctive, two-dimensional design style as exemplified by the Tyrolian motifs for Altman & Kuhne confectionery boxes. Trained in Europe, she conducted her own school of applied art in prewar Vienna. At that time she was occupied mostly with textile designs for large concerns in mid-Europe, England, Scotland, Sweden and America. Later she turned to paper and package designs. Her clients in the confectionery field, in addition to Altman & Kuhne, have included the Heller Candy Co., La Reine Candy Co. and Transatlantic Biscuit Co. She has carried out whole package-design programs for Nieman-Marcus in Dallas and Thalheimer's in Richmond, Va. She has also designed many stationery boxes for such firms as Eaton and Kellogg. In addition to her independent projects, she is art director of the Prang Studio, American Crayon Co.

EMMY ZWEYBRUCK

* Brand and company names used in the hypothetical design are purely fictitious; the design remains the property of the designer who conceived it for this cover illustration. Any resemblance to any existing package is purely coincidental.

NEW PACKAGE is a conventional key-opening can, lithographed in gray, black and orange. Each can contains six dozen sutures packed in glass tubes and is hermetically sealed.

IN OPERATING ROOM, can lid is discarded after opening and replacing by a chrome cover; can becomes a permanent storage jar for ready-to-use sutures. Flame-sealed tubes containing the individual sutures will remain sterile as long as they are completely covered by the purple fluid into which they have been packed at the factory.

CANNED SUTURES

Ethicon packs tubes of surgical gut in antiseptic fluid in key-opening cans, eliminating many hours of sterilizing in the operating room and saving hospitals hundreds of dollars a year

Even with an ethical product wholly associated with the aseptic atmosphere of a hospital operating room, imagination in packaging can pay dividends.

Hours of antispetic scrubbing of the exteriors of the glass tubes that contain individual surgical sutures had been an inevitable chore in every operating room until the Ethicon Suture Laboratories, a division of Johnson & Johnson, New Brunswick, N. J., developed and introduced the first basically new packaging idea in the sutures field in 30 years.

Ethicon's sutures in the same glass tubes now come six dozen to a key-opening can, the tubes hermetically sealed in a sterilizing fluid in which they remain until ready for use. Because this packaging eliminates handling and the need for sterilizing of tube exteriors and offers many corollary advantages, Ethicon sutures have shown impressive sales increases in test areas and the new package is now being introduced nationally. Indications are that nine hospitals out of 10 will adopt the new convenience.

Nothing, of course, requires more positive assurance of absolute sterility than the gut suture, which is used in surgery for internal stitching, eventually dissolving in the body. Individual sutures of various sizes, made of strands of sheep intestine specially selected and treated, have for years been wound on small fibre reels, sterilized and packed in sterile fluid in flame-sealed glass tubes or ampoules. When the surgeon picked up a tube in the operating room there was no doubt about the sterility of the contents; but unless the surface of the tube also had been sterilized on the spot, there was risk that contamination from the surface might enter when the tube was broken open and the suture removed. Because it was considered unfeasible to attempt to preserve exterior sterility of the tube from factory to operating room, the tubes—once sealed—were simply slipped into nonsterile, compartmented paperboard boxes for shipment and it was the duty of an operating-room nurse to scrub or boil the tubes and keep a supply always handy in glass jars, covered with sterilizing fluid. As sutures were called for by the surgeon, the tubes would be removed from this jar and handed to him with sterile forceps.

Surveys revealed that most hospitals required an aveage of $8\frac{1}{2}$ "nurse hours" per week per 100 beds to prepare sutures and suture jars. At a very conservative estimate of $1 per hour, this was $8.50 per week or $442 a year per 100 beds. But more important than cost was the growing shortage of labor. Competing with industry for their personnel, most hospital administrators said they could no longer hire people to perform functions within the hospital that could be done better and cheaper outside.

It had long appeared to Ethicon executives that the sterilization of suture tubes was one of the burdens that could be lifted from the hospital. Why not replace the paperboard package with an outer container that could be filled with the sterilizing fluid right at the plant and present the suture tubes ready to use, sterile outside as well as in?

If such a package could be made practical to ship, acceptable in appearance and convenient to use, it would take the place of the glass storage jar and carry the manufacturer's label right into the operating room.

Package studies were started several years ago and the decision to use the hermetically sealed metal can was made. While the metal shortage remained acute, however, it was not possible to effect a full change-over and thus the new package has only now reached full distribution. The delay permitted a full evaluation to be made in test areas and every detail of the new packaging has been worked out on the basis of actual observation of operating-room practices.

Advantages of the new container

Thus Ethicon is able to tell hospital directors, on the basis of its studies, that the Sterile Pack—sold at the same price as conventionally packaged sutures—will effect savings equivalent to 10 to 20% of the cost, on the average. This amounts to from $2 to $4 net saving on each can of six-dozen sutures. Additionally, the elimination of scrubbing cuts out an average breakage of 3% of the tubes, which had cost as high as $50 a year in a 100-bed hospital.

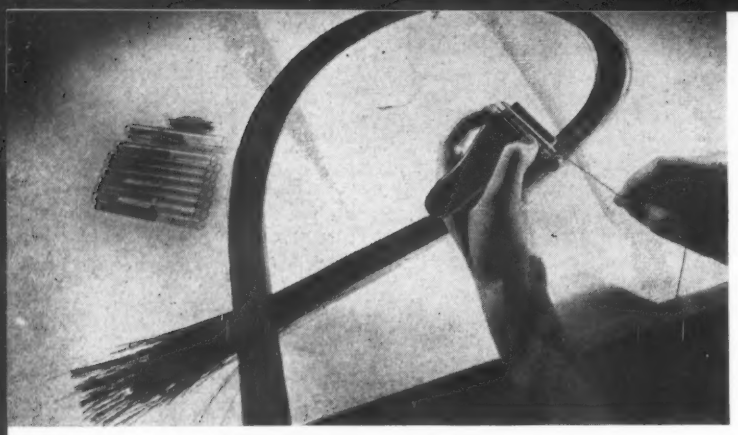
Those are among the "seven new services at no extra cost" which provide Ethicon with a strong sales story

HOURS OF SCRUBBING in antiseptic to make sure that exteriors of the suture tubes were sterile after removal from their paperboard box was formerly a regular operating-room chore. Sterilized tubes were then stored in glass jar shown at left. Inset shows compartmented, hinged, set-up box formerly used as the standard package.

THE OLD WAY

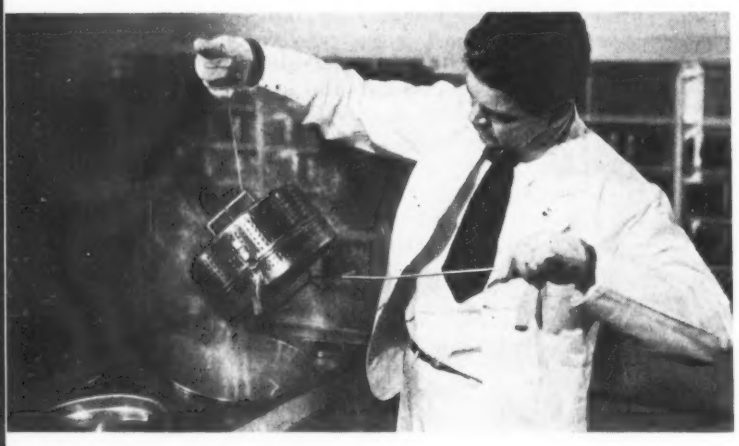
THE NEW WAY

AS REQUIRED, suture tubes are removed by the operating-room attendants with sterile forceps from the original, sterile factory package and handed to the surgeon. Each of the cans holds sutures of a different size and type, packed in flame-sealed tubes. The trademarked package thus wins a permanent place in the operating room.

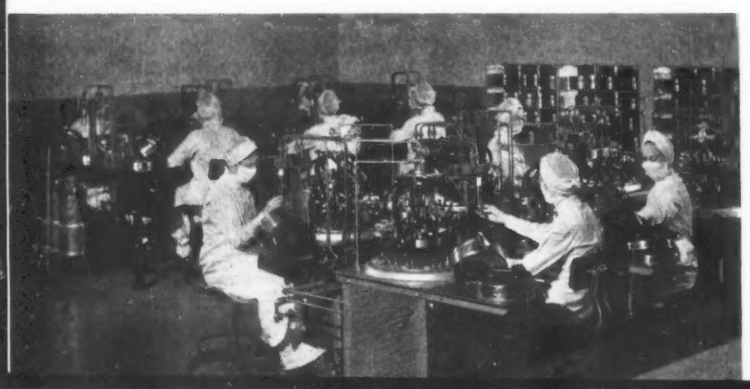


CAT-GUT STRINGS are wound by hand on tiny fibre reels and are inserted into the tubes with loose, paper labels that are boilproof.

AS FILLED, the open tubes are stacked in perforated metal containers for steam sterilizing.



OUT OF THE COOKER comes pan of suture tubes after hours of sterilizing at high temperatures.



STERILE WORKERS fill tubes half way with fluid and flame seal them on rotary machines.

for Sterile Pack. Others include: elimination of periodic recleaning of tubes and suture jars; elimination of the cost of suture jars; reduction of the purchase and preparation of antiseptic for storage and sterilization of sutures; assurance of an immediate adequate supply of sterile sutures for any emergency and guaranteed sterility of the outside as well as the inside of suture tubes. Altogether, Ethicon can tell its customers, the new package will save any large hospital many hours each week, releasing nurses for other important duties, and will save the hospitals hundreds of dollars every year.

To insure acceptance of the container as a permanent fixture in surroundings in which a trademarked package seldom appears, much thought was given to color and labeling. An ordinary paper label would obviously be impractical; it was decided to have the can lithographed. A typography consultant was retained to specify lettering of the proper character. The result is a clean, gray can with dignified lettering in orange and black, providing good brand identification without in any way being intrusive in ethical surrounding. Reaction to the color scheme has, in fact, been so favorable that it is being adopted for other Ethicon products.

As evidence of the careful thought given to labeling, it should be noted that the face of the can gives top prominence to the word "Sutures," with the brand name being subordinated, since in the operating room it was more important to know what was in the can than who made it. In the old package, which was discarded immediately after opening, this precedence was reversed. On the new shipping-container label also and on the back label of the can, the name "Ethicon" gets the customary top billing.

One factor that apparently had held back the development of a sterile-fluid pack was the fear that excessive breakage in shipment might result. Ethicon not only found this fear to be unfounded, but discovered the fluid to be such an efficient shock absorber that breakage actually has been reduced well below that experienced with the conventional pack in which each tube is individually cushioned and compartmented in paperboard.

To satisfy all doubts on this score, an interesting test was conducted. From the fifth story of a storage warehouse, cans of sutures without any exterior protection at all were dropped from a special sling. In two falls, two tubes were broken in each can.

But when the cans were protected by the single-wall, corrugated containers in which they are regularly shipped—without any padding or bracing—no tubes at all were broken in repeated five-story falls, except in one instance in which a box hit on a corner, breaking one tube. This punishment, of course, was far in excess of any the containers might be expected to encounter en route from the factory to the operating room.

Several standard paperboard packs of sutures released from a second-story height fared far worse. A typical case was the breakage of nine out of 12 standard-pack tubes, a 75% loss.

The storage fluid, which serves this interesting double purpose of cushioning and sterilizing medium, is of such density in relation to the weight of the suture-filled tubes that the tubes will not float in it, but will always sink to the bottom. This is important, as sterility can only be achieved when the tube is completely covered. The fluid is mainly isopropyl alcohol with formaldehyde, sodium nitrite and sodium bicarbonate added. A recent improvement has been the coloring of the fluid a deep purple, so that in rare instances should any cracks occur in the tubes during shipment and storage, this tube can be readily distinguished.

The key-opening type of can was chosen primarily because of the assurance it conveys of factory-sealed purity of contents. At first it was believed that the slip-on top provided by the key-strip opening would be used in the operating room as a reclosure just as a housewife uses it for reclosure of a coffee can. A soldered handle on the top of the container to facilitate this was considered.

But on this point the Ethicon studies of actual practice proved valuable. It was found that lifting the canister to remove a suture was a two-hand operation—one hand being required to grip the body of the canister. This was difficult, because the suture attendant was accustomed to manipulating the sterile forceps with which she removed the tube with one hand and merely lifting the top of the storage jar with the other; she couldn't lay the forceps down without danger of contaminating them.

As a result, Ethicon adopted the policy of supplying with the canned sutures special chrome-plated covers, similar to those previously used on the glass storage jars. Users are instructed to discard the can tops after opening and apply the chrome cover. The chrome covers are of course sterilizable and re-usable. With every initial order for Sterile Pack sutures, sufficient chrome covers are supplied to meet the need for having several opened cans on hand in the operating room. Each can contains sutures all of one type and size.

Storage fluid from empty cans may be safely used in partly empty cans to keep the fluid at the proper level. After a few cans have been used, no additional fluid need be made or purchased.

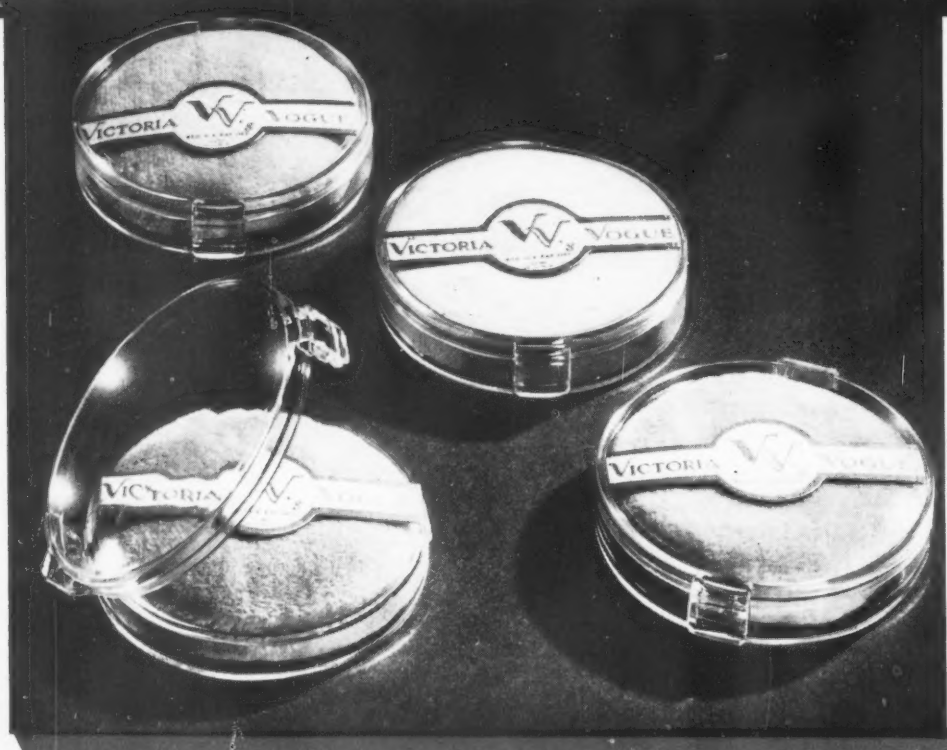
The filling and sealing of the cans at the Ethicon plant in New Brunswick is a simple operation. Six dozen of the suture-filled, sealed tubes are placed by hand to stand on end in the can, like so many cigars. The purple sterilizing fluid is then poured in to fill the can up to a line marked about a half inch from the top, which covers the tubes completely. The closing end of the can (the bottom) is then seamed on in a conventional can-end seamer; suture-test and tube-test numbers are rubber stamped in spaces provided on the label and the can is placed in its corrugated shipper.

At this point all sutures are held in "quarantine" while the thorough laboratory testing of sutures and tubes taken from that lot is completed. Every lot must meet rigid standards of quality and sterility before it can be released for shipment.

Ethicon will continue to offer the standard, paperboard pack to those customers who may still prefer to do their own sterilizing and will continue to use it for boilable sutures, but it is pointed out that the new Sterile Pack will cover about 80% of all sterile suture requirements.

CORRUGATED SHIPPER with no special cushioning has been found adequate to handle can of sutures, with breakage of tubes virtually nil. Fluid in cans is effective cushion for tubes. Drop test (right) at Ethicon plant proves shock-resistant nature of can pack in corrugated container. In repeated falls from five-story height only one tube was found broken.

CREDITS: *Lithographed cans, Continental Can Co., New York. Suture tubes, Kimble Glass Division of Owens-Illinois Glass Co., Toledo, Ohio. Corrugated cartons, Schiffenhaus Bros., Newark, N. J. Carton and tube labels, Heidingsfeld Printing Corp., Milltown, N. J. Chrome covers, Penn Surgical Mfg. Co., Philadelphia. Typography, Kurt H. Volk, Inc., New York.*



LOOKS EXPENSIVE, sells for 15 cents. Sale of more than six million powder puffs in this package in six months has justified Victoria Vogue's investment in costly molds that turn out such containers of outstanding re-use value. This polystyrene compact is molded in two pieces, having a patented snap-in hinge that does not require metal pin. It has a snap catch.

PACKAGE PLUS

Molded transparent plastics have been most often associated with the luxury type of product packaging, enhancing the glamour of expensive cosmetics, perfumes and jewelry. Their appearance in packages for powder puffs—an item one customarily shops for in the 5-and-10—is distinctly out of the ordinary.

The presentation by Victoria Vogue, Inc., New York, of its powder-puff line in re-usable containers molded of clear, sparkling polystyrene is a classic example of the promotion of a low-cost item through packages which are actually far more costly than the product—building appeal frankly on the beauty and permanent value of the package, with the product occupying a secondary role.

There is nothing "cheap" about the Victoria Vogue packages except their price tags. By smart design, by using low-cost polystyrene materials, by keeping mold cost to a minimum through ownership of the molds and high-volume runs and because the product itself adds so little to the over-all price, the company is able to market its various packages at prices which would be real values for the containers if they were empty. Filled with the colorful powder puffs, the boxes offer an almost irresistible lure as gifts that "look like more."

Most striking evidence of the low-price lure is the round, hinged, snap-catch "compact" which, with a single powder puff, looks like a $2 item and retails for 15 cents. It has been smartly promoted through such stores as Lord & Taylor's in New York and Bullocks-Wilshire in Los Angeles—which ordinarily do not bother with a 15-cent item—and in a period of six months has rolled up the astonishing volume of 6,000,000 units.

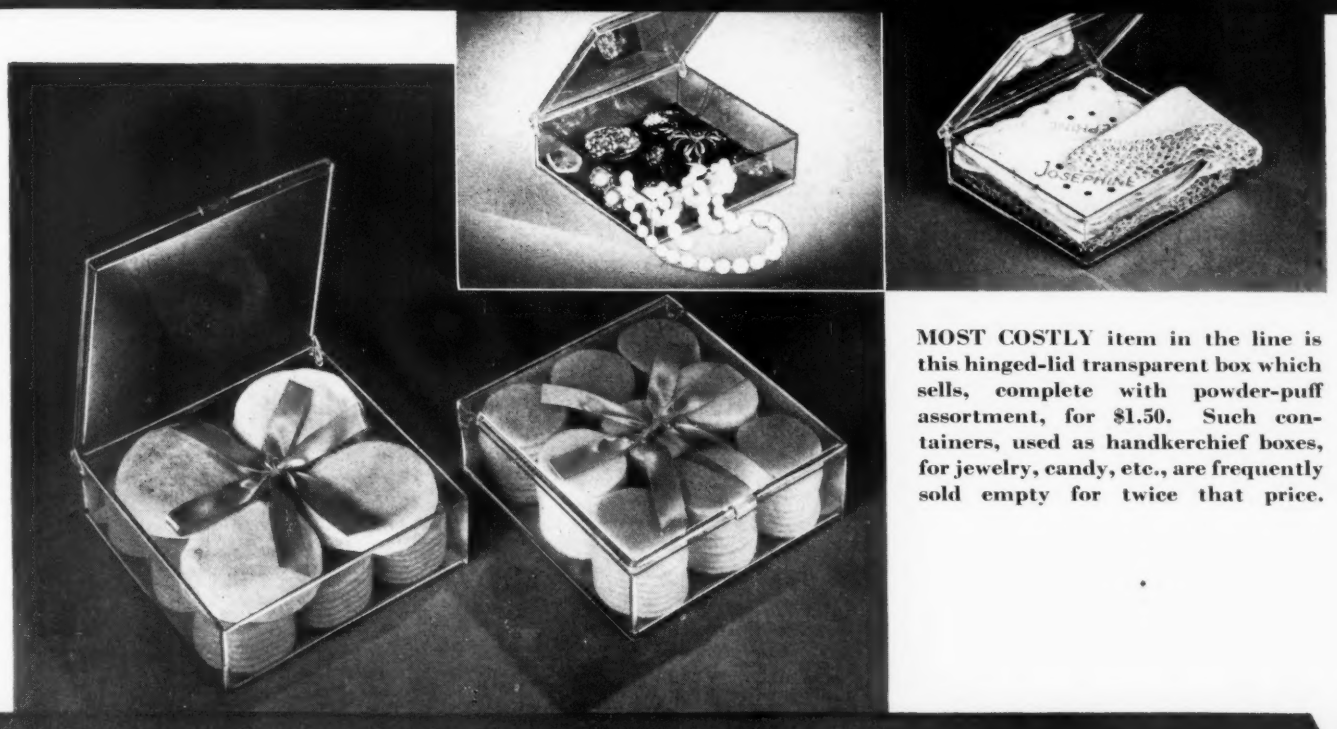
A cylindrical container with a separate lid, designed for re-use as a modern cigarette box, holds five velour puffs or two dozen cotton dabs and sells complete for only 75 cents. The same style package made of transparent acetate, having no re-use possibilities, was formerly sold by the company for 50 cents.

The highest price on any of the new powder puff-filled containers is $1.50 for a heavy, well designed, square box with a hinged lid, filled with dabs and puffs. Many stores sell similar boxes empty at double that price.

One reason why these more elaborate containers can be sold at such low prices is that high volume was assured following the success of the single-puff compact case introduced last March. There has been a 40% increase in dollar volume since March, according to S. L. Pomerantz, president of Victoria Vogue. Unit sales of the puffs have increased in proportion. Sales in variety chain stores, which handle approximately 50% of the company's total volume, have increased tremendously.

The re-use feature of the puff packages was conceived when company officials decided they wanted to do "something completely different in packaging which would give us an advantage over our competitors." They already knew that attractive gift packages of puffs in clear acetate had proved good sellers and the advantage of retaining the same type of visible packaging with an added attraction of a gift package with permanent re-use value seemed to be an unbeatable combination.

One problem involved was that of selecting shapes for the containers which would make them useful perma-



MOST COSTLY item in the line is this hinged-lid transparent box which sells, complete with powder-puff assortment, for $1.50. Such containers, used as handkerchief boxes, for jewelry, candy, etc., are frequently sold empty for twice that price.

Powder puffs in permanent re-use containers of molded plastic sell like hotcakes at prices that would be big values for the boxes alone

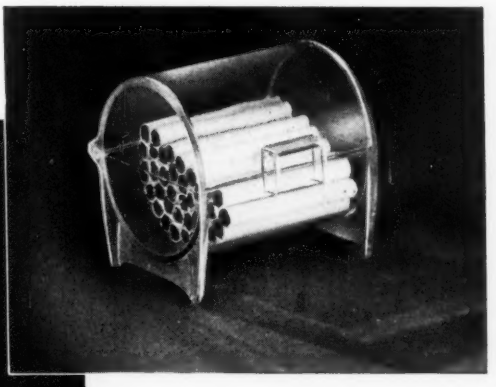
nent items. Whether such containers could be manufactured at a cost low enough to make repackaging the puff line feasible economically was a big question.

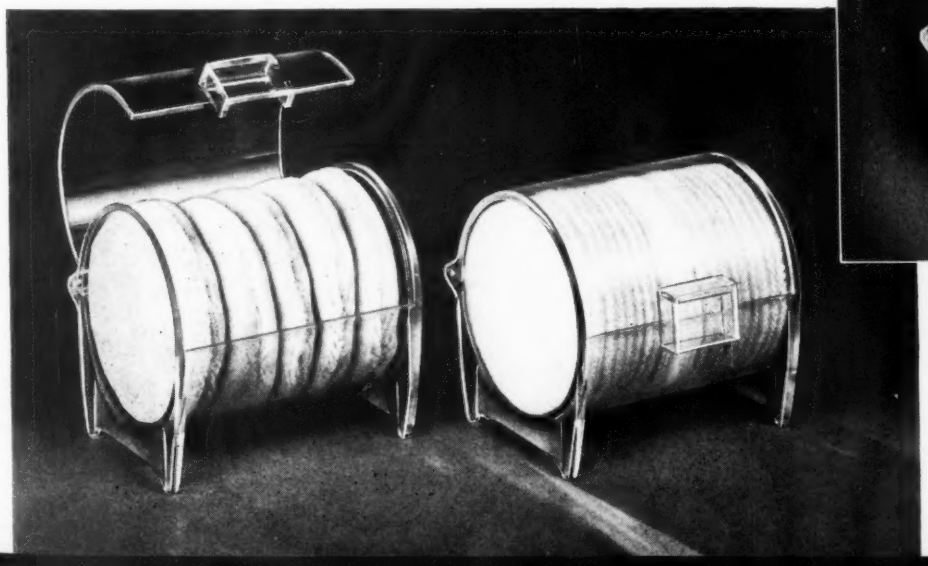
Inspiration for some of the designs came from touring gift stores. The 6-in.-square hinged box that can be re-used as a handkerchief or trinket case was the result of one such expedition. The apple-shaped container was another. It is an adaptation of a glass apple which was priced at $2.50 at the gift shop—Victoria Vogue's polystyrene apple retails complete with cotton swirls for $1. After the puffs have been removed, the apple can be re-used for storing candy or cookies, tobacco, etc.

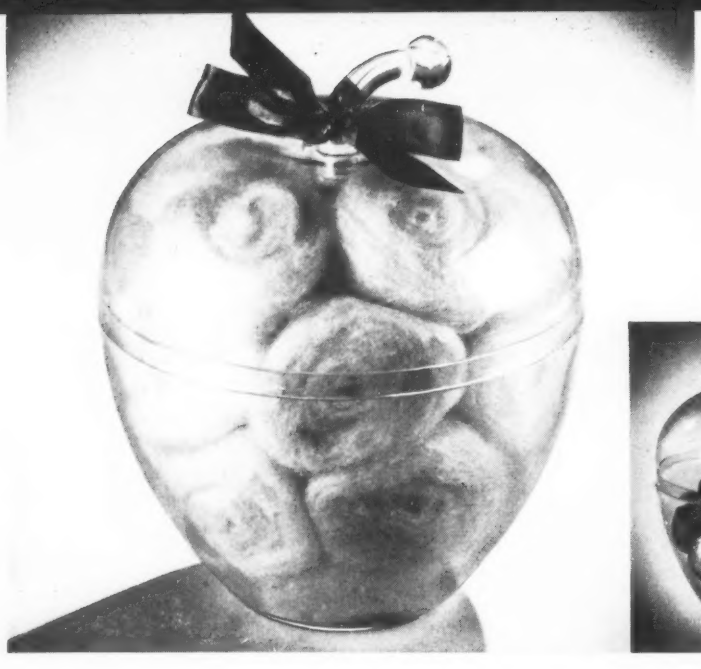
Great care was given in planning the package sizes to insure that they would be widely re-usable. For instance, the cigarette containers are large enough to hold king-sized cigarettes. As it worked out, this size was just right for five velour puffs, too.

No small part of the charm the packages have on display is due to the company's realization that they should be kept free from unnecessary decoration. The shape of the packages, the color of the puffs inside, the polystyrene itself act as "silent salesmen." The only per-

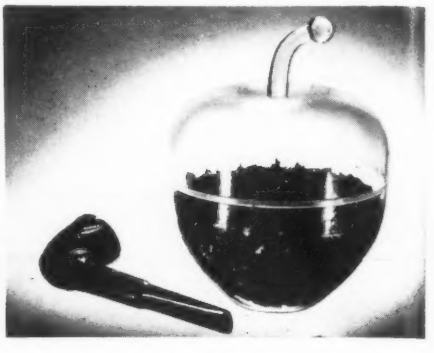
CIGARETTE BOX of modern design sells powder puffs at a glance and is dimensioned to hold either the regular or king-sized cigarettes. The lid has a patented catch which holds it open at the angle shown below.







BIG APPLE was adapted from a glass dish that sold for $2.50; the polystyrene apple filled with colorful puff swirls retails at $1 and can be re-used for anything from bonbons to tobacco.



manent trademark is the company's initials molded into the bottoms of all the packages. Narrow, die-cut, strip labels which emphasize the re-use feature in the copy are placed loose inside most of the packages. On the cylindrical cigarette case the gold-lettered paper label is slipped over the lid, down the sides and the ends pasted together on the bottom. The apple has only a small circular label pasted on the bottom.

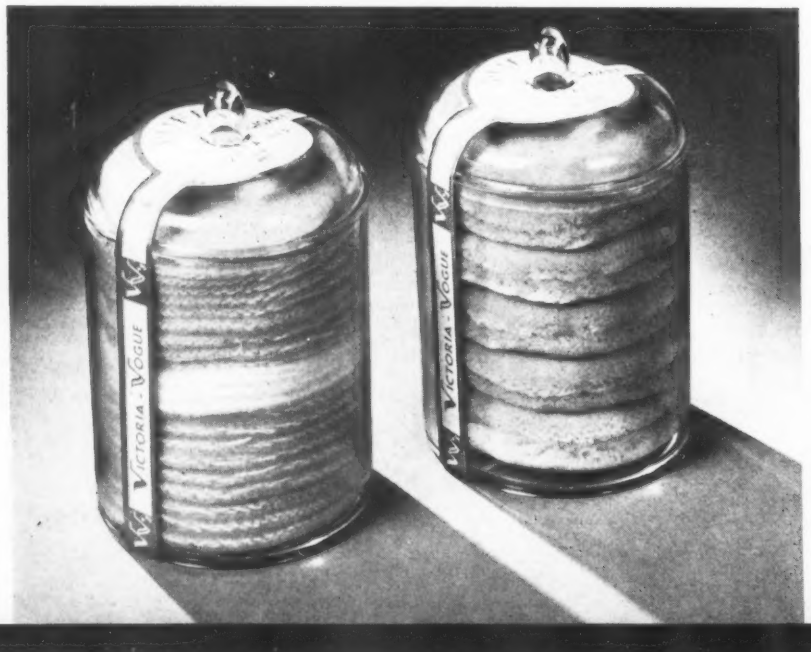
Once the package shapes were chosen, there followed a series of consultations with plastic molding companies to settle the question of whether such shapes could be successfully and economically molded. Costs of the different package molds were worked out satisfactorily and although they ran into thousands of dollars each, it was believed that the investment would be repaid by higher sales volume. Mr. Pomerantz kept in mind that if not successful as packages, the containers could always be marketed independently as gift items.

An ingenious new snap hinge (patent pending) that has no metal pins is a special feature of the compact case. Intricately molded sections of the hinge parts of the top and bottom of the case were designed, utilizing the natural resiliency of the polystyrene. When the two parts are snapped together, they lock into place. This special feature has obviously speeded up assembly.

Modifications of the compact-case hinge are used also on the standing cigarette case and the handkerchief box. In addition, on these two containers the hinge section of the top is molded so that the lids will catch after opening approximately 90 deg. and remain open. Multiple-cavity molds are used and the stem of the apple container is injection molded and cemented in. Containers are assembled by the molder and filled at Victoria Vogue.

Mr. Pomerantz and his sons started their planning of these re-usable packages in the summer of 1947. Transformation of the different designs from drawings into actual packages took time, with each detail carefully worked out in advance with the molder. The complete line was shown to buyers this spring and orders for Christmas are reported to be exceptionally heavy.

CREDITS: *Containers illustrated molded by Columbia Protektosite Co., Inc., Carlstadt, N. J. Labels, S & F Press, New York.*



REPLACING a formed sheet acetate container that had little re-use value, this molded cigarette box added 50% to the price, but because of its obvious value multiplied sales many times over. Removable paper labels in each case help to suggest its re-use possibilities.

ATOMIZER HEAD is made in one piece in two sections within the mold cavity. Connecting runner forms hinge to raise and lower lid flap. Close tolerances prevent leakage of air or liquid. Closure is held in neck by friction and requires no cementing. Close-up (above) shows lid open, revealing hinge. Inside bottle is an extruded polyethylene tube pushed into the head and extending down into bottle. When bottle is squeezed, liquid is sprayed through the orifice.

POLYETHYLENE HINGE-CAP

Thin runner forms ingenious self hinge on closure for squeeze-bottle atomizer

Among the continuing developments for use with the polyethylene squeeze bottle is a new self-hinged polyethylene closure molded in two sections within each cavity of the mold and connected by a thin runner which becomes the hinge.

Made on an atomizer principle, the new closure has been adopted by The Birma Mfg. Co., Inc., Buffalo, N. Y., as a new dispenser-type, squeeze-bottle package for Saf-Vue de-icing fluid for windshields.

With this package it is not necessary to use an additional spray device, since the squeezable package itself is the sprayer. The hinged lid of polyethlyene provides an efficient closure for the container when not in use.

Comparatively, the cost of this all-polyethylene package is said to be about the same as the retail price of the popular types of sprayers usually sold separately. The atomizer head itself, however, costs only a few cents. The real cost differential is that of the plastic container, costing three to five times as much as a glass bottle.

The atomizer head, which contains the spray orifice with its self-hinged closure, is equipped with an extruded polyethylene tube which is pushed into the head and extends down into the blow-molded polyethylene bottle. The head is pushed into place in the bottle neck. Therefore, no cementing is required for assembly.

Close tolerances had to be held throughout the job so that the finished atomizer would not leak air or liquid. It is reported that the hinge will remain serviceable until contents of the container have been used.

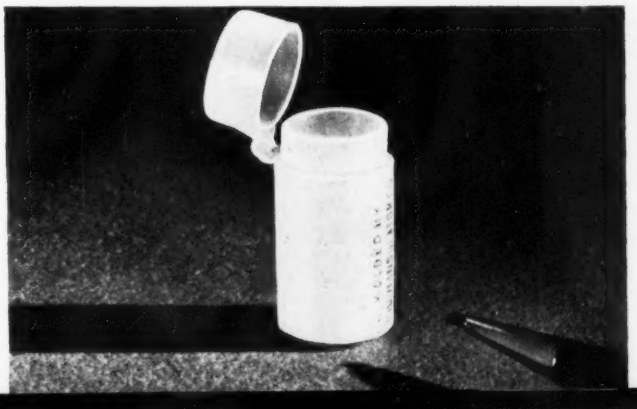
By a special patented process, label information is printed directly on the polyethylene bottle surface.

This type of container assembly should have many applications for liquid products and it is expected that several toiletry products will soon be in similar types.

The same company which developed this atomizer closure is also applying the principle to one-piece molded vials of polyethylene. In this case the hinged-on closure is a round cap that fits over the mouth of the vial and seats on the shoulder. This package is being suggested for pencil leads, flints, sample containers, etc.

CREDITS: *Self-hinged closures and vials, Shaw Insulator Co., Irvington, N. J. Blown polyethylene bottles, Plax Corp., Hartford, Conn. Extruded polyethylene tube, Irvington Varnish & Insulator Co., Irvington, N. J. Printing on bottle, Modern Art Printing Co., New York.*

SELF-HINGED VIAL molded of polyethylene in one piece is an interesting packaging possibility for pencil leads, lighter flints, samples, etc.



LOW-COST LABEL CODING

New fully automatic machines cut Lederle's costs drastically and pay for themselves several times over in the first year

Packaged goods producers who use die-cut or rectangular labels as small as one inch square or smaller know that such diminutive labels are devilishly difficult to handle in bulk. Their size makes marking, counting and stacking them an expensive bottleneck in production. Usual manual methods of imprinting codes, prices, dates and content information on such small labels are extravagantly costly and wasteful.

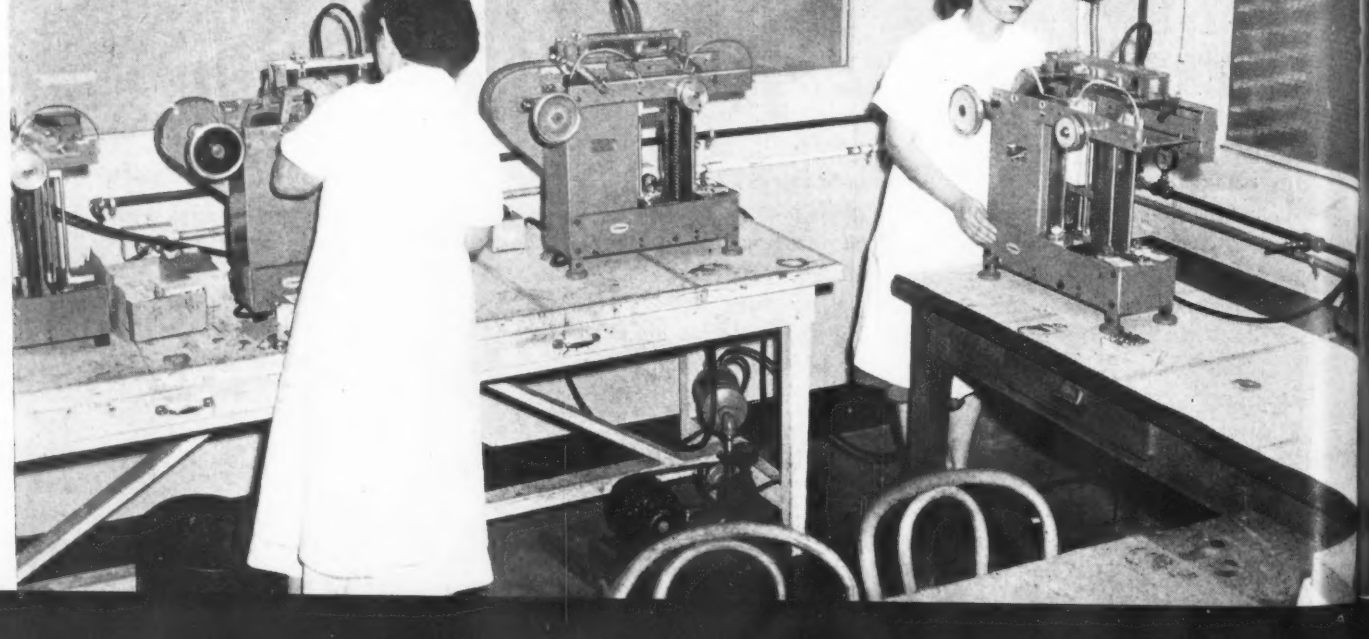
There is wide interest, therefore, in a new mechanical method of imprinting small labels rapidly and economically that is saving "a substantial amount" annually for Lederle Laboratories Division of American Cyanamid Co. The company has been mechanically coding 75% of its small labels for over a year, using a battery of new-type, completely automatic marking machines in the printing department of its Pearl River, N. Y., plant. Labor requirements for this operation have been drastically reduced, permitting the assigning of personnel to other more important duties. Experience at Lederle indicates, all told, that in a standard pharmaceutical operation savings of from $75,000 to $100,000 a year can be expected.

Coding small labels is a particularly vexatious problem for pharmaceutical houses since so much of their output is packaged in tiny vials and bottles of 1-, 5- and 10-cc. capacity. Lederle uses approximately 2,500,000 coded labels each month. The labels—printed at the plant—are coded at the time each batch of drugs is processed to insure the proper identification of control numbers and expiration dates.

In the pharmaceutical industry, one may figure cost of labels at $7 a thousand. Cost of labor for coding is about $2.50 per thousand—part of the charge being for label spoilage and wastage. A representative hand-marking cost thus would average $9.50 per thousand. Before the installation of the mechanical marking devices, six different departments at Lederle had their own code-marking sections where girls at tables hand stamped the codes on small labels, after which other girls inspected them. An experienced hand stamper could do from 900 to 1,100 labels an hour. With the very smallest labels, which had to be fanned out on a table and painstakingly handled, even the best operator could stamp only about 700 an hour.

With the installation of automatic markers, close to 20% can be lopped off the total cost per thousand labels. Approximately 33% of this saving has been due to increased production with less labor. Two operators now manage the battery of automatic marking machines which includes five small models, each

AT LEDERLE, a battery of five of these new automatic code-marking machines, attended by two operators, now handles 75% of the company's small labels—2,500,000 a month—at a substantial savings.



SMALLER than a paper clip, labels like this one are used by the thousands on pharmaceutical vials and bottles and must be clearly stamped with date and lot number. Costly hand stamping has up till now been the only way in which to handle them.

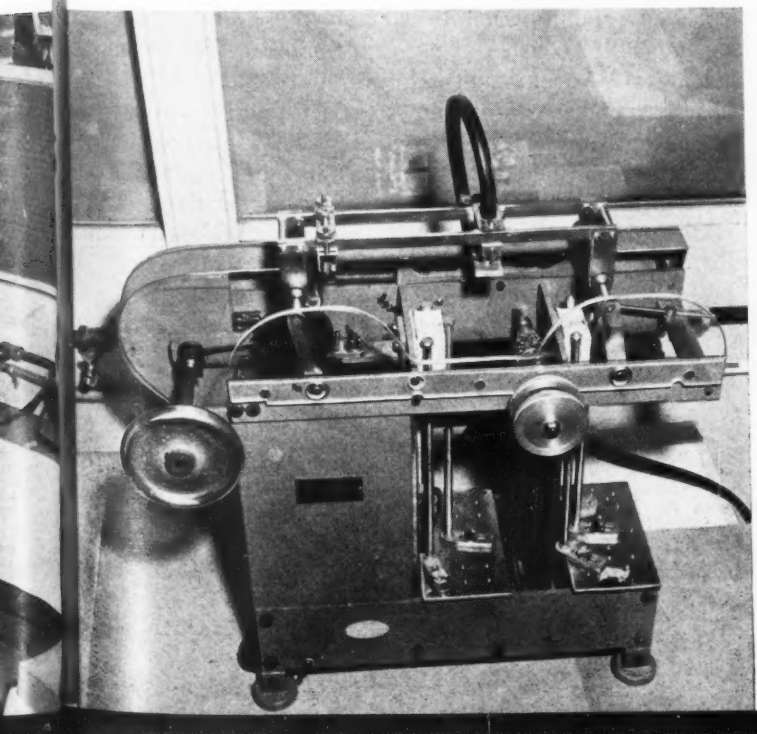
having a maximum capacity of 3,000 labels per hour, and two larger models which handle up to 2,400 per hour. Label spoilage has been virtually eliminated.

The consolidation of the coding operation for the entire plant in one spot—in the printing department—has allowed the laboratory to release 20 workers from their coding jobs and transfer them to other duties. The night shift has been completely eliminated. Now any rush orders received late in the afternoon can be filled by letting the machine operators work one or two hours overtime. Other advantages of increased efficiency and flexibility in the centralized coding operation are obvious.

Three years ago Lederle officials responsible for the coding and printing of labels tossed their marking problems in the lap of an equipment manufacturer for solution. The whole problem would be solved only if mechanical marking could be developed. They sought a machine that would do at least these five things:

1. Automatically imprint die-cut and rectangular labels ranging in size from $^{9}/_{16}$ by $^{3}/_{4}$ in. to 4 by $3^{1}/_{2}$ in.
2. Turn out imprinted labels at rates of 40 to 60 per minute.
3. Mark the labels clearly, in easy-to-read letters, with fast-drying, permanent ink.
4. Re-stack the labels so that they would be ready

CLOSE-UP of machine, showing in-feed magazine at right and receiving magazine at left. Machine will run for an hour unattended. Changes of code mark and label size take only 10 minutes.



FORMERLY, operators hand stamped each individual label; small size made handling difficult. Before installing the machines, six different departments had their own code-marking sections.

PHOTOS, J. B. HAULENBEEK, LEDERLE LABORATORIES.

SMALL BOTTLES, contrasted with a conventional half-pound jar, are the type which profit by new mechanized coding. Distinct lettering is obtained by use of fast-drying, permanent ink.

for final inspection and application by automatic labeling equipment.

5. Handle short runs of 500, 1,000 and 1,500 with rapid change-over of legend and label size.

Mr. Kerr and other Lederle officials checked the development of test models submitted by the manufacturer and in July, 1947, the first of the new machines was delivered and installed at Pearl River.

Not only have the machines fulfilled Lederle's prerequisites, but there are refinements incorporated into their design which surprised and delighted the company.

One of the desirable features of these new, ingenious machines is their size. The small model occupies a space of only 18 by 20 by 12 in., which means that it can be conveniently installed on a work table and is light enough to be moved easily.

Mechanically, the machine is remarkably simple and in operation it is virtually noiseless. Across the top of two vertical label magazines is a horizontal crossbar on which are suspended a vacuum cup, on the right end, and the holder for the marking type, on the left end. Powered by an electric motor, this crossbar swings back and forth over the two label magazines in a reciprocating motion. The vacuum cup picks up a label from the top of the in-feed magazine on the right and transfers it to the top of the receiving magazine at the left. As the vacuum feed transfers the labels, the holder for the type at the other end of the crossbar is carried from inking pad to the top label in the receiving magazine, imprinting the code on the proper spot, and back to inking pad. At Lederle all machines are hooked up to one vacuum pump.

Label magazines are $10^1/_2$ in. high and hold sufficient labels for an hour's continuous run. The operator, if necessary, can fill the in-feed magazine before going to lunch and come back with the stack of labels completely marked in the second magazine and the machine automatically shut off. Label platforms in the magazines are counterbalanced on a chain belt. As the in-feed magazine keeps elevating the stack of labels, the lessening of weight on that side is compensated for by the additional weight on the receiving side. When the weight of the receiving magazine has reached a predetermined level (within approximately 20 labels of the bottom of the in-feed stack) the motor's cut-off switch is automatically tripped.

Another feature of the marker is the use of rubber-faced metal type. Because of the reciprocating motion of the crossbar, the type strikes the label at a slight angle. Metal type had a tendency, it was discovered, to skitter across the label, resulting in blurred impressions.

Special rubber-faced type was therefore designed which clings to the label after the initial impact. Size of the characters imprinted is $^1/_{16}$ in. and a legend may have as many as 18 characters in a single line. The interchangeable type is locked into a brass form which, in turn, is gripped inside the rigid holder by a flat spring. On top of the holder are adjustable screws by which the operator can raise or lower the type form for lighter or darker impressions.

The special quick-drying, alcohol-base ink used was also developed by the machine manufacturer. Ink pads are saturated only once a week. Attendants ink the pads on Friday before leaving for the weekend and the machines are ready for operation when the plant opens Monday.

Lederle's experience in change-over for different label runs has shown that the operator can make a change of label size and legend in about 10 minutes. Change of legend alone takes approximately five minutes. To change the marking machines for runs of different sized labels, the vacuum-fed cup is switched according to the size and the space between corner supports of the magazines widened or narrowed by adjusting their spacing screws.

Coding is now done automatically at Lederle on all orders over 250 labels. For small amounts of 250 or less, hand stamping has been retained. Although the mechanically coded labels are removed from the machines in stacks that require no further sorting, Lederle's policy of adhering to strict pharmaceutical precautions make it necessary for label inspectors to scrutinize each one as they count and bundle them.

Interest in the new money-saving machines is evidenced by the fact that Lederle has been besieged by visitors since the operation became known. Officials of large perfume and chemical companies have been among those who have watched the machine in operation at the laboratory.

The total investment for all the machines and equipment has been approximately $10,000. With the savings indicated, it is obvious that the installation has paid for itself several times over in the first year.

CREDIT: *Marking machine, "Corliss-Coder," Adolph Gottscho, Inc., New York.*

PROGRESS IN PLASTICS

***Modern Plastics* Competition reveals greatest advances in sheet and film; margarine pouch wins Packaging Award**

Packaging and display were among the fields given special recognition in the Seventh *Modern Plastics* Competition, winners of which were announced last month.

Top honors for the use of plastics in packaging went to the Cudahy Packing Co. for its pioneering of the revolutionary squeeze-color plastic pouch for oleomargarine, using a combination of vinyl and nitrile rubber materials. Since the story of this package was first disclosed in MODERN PACKAGING (June, 1946, p. 136), it has boosted sales of Cudahy's Delrich brand no less than 1,200%. About a dozen other margarine producers are now using the same or a similar package (see "Margarine Squeeze," MODERN PACKAGING, April, 1948, p. 120). Credit for development and supply of the Cudahy package was given by *Modern Plastics* to Leo Peters and Lion Rock Corp. for design; to Visking Corp. and Bakelite Corp. for materials; to Shellmar Products Corp. for conversion and fabrication and to Gelatin Products, Detroit, for the color capsule.

"In packaging," commented the editors of *Modern Plastics*, "while cast material—both phenolic and acrylic—presented some interesting examples, by far the most progress was indicated in the formed sheet materials and in the films. Clearly shown was the extent to which polyethylene, the acetates, the specially plasticized vinyls and saran film have developed in use for packaging products previously unpackaged or put up in paper or regenerated cellulose (cellophane). And the application of sheet acetate, butyrate, ethyl cellulose, vinyl and polystyrene to form display packages was worthy of note. From the number of folding and set-up boxes shown in these materials, much wider markets for them may be prophesied."

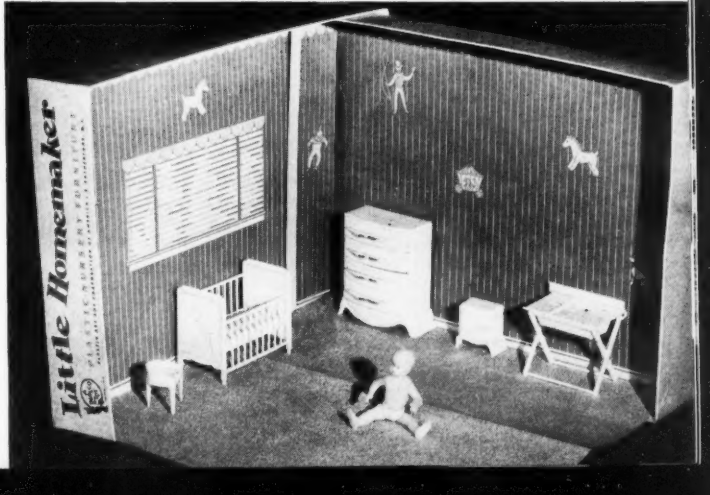
This year's Competition was the first to be held since prewar and attracted a total of 1,300 entries, comprising some 7,000 separate items made of plastic. More than 200 of these entries were in the Packaging Division.

The 30 award winners were selected as conspicuous applications of the use of plastics in technical, scientific and industrial fields. Judges were Alfred Auerbach, head of Alfred Auerbach Associates; Lawrence Cowan, president of Lionel Corp.; Ephraim Freedman, director of Macy's Bureau of Standards; J. Gordon Lippincott, senior member of Lippincott & Margulies, Inc.; Don G. Mitchell, president of Sylvania Electric Products, and Jean O. Reinecke of Barnes & (*Continued on page 194*)

TOP HONORS in packaging went to Cudahy Packing Co. for origination of squeeze-color margarine pouch of vinyl-nitrile film, which created a sensation in this field about two years ago.

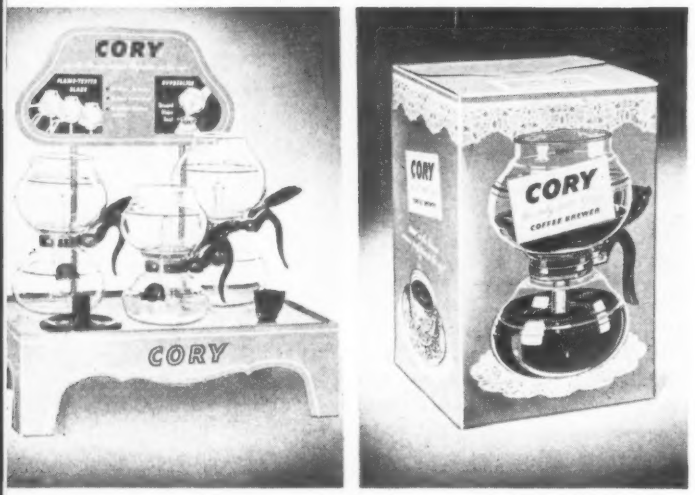
DISPLAY AWARD was won by Hamilton Watch for these cast acrylic blocks with the watches embedded and the decorative coloring rubbed in.

FUNCTIONAL PACKAGE helped the Plastic Art Toy Corp. win the Toy Award with this molded, scale-model, doll-house furniture of polystyrene.



MP DESIGN

NEW PACKAGING BOOSTS COUNTER DISPLAY



In the belief that proper identification and promotion of product at the point of sale will increase impulse buying and enable retailers to capitalize on national advertising, Cory Corp. has introduced a new coordinated merchandising plan for its glass coffee makers. The new individual gift carton and counter display table are designed to place adequate, balanced stocks on retail counters and to provide permanent counter identification and promotion of Cory products. The carton, which reproduces the coffee maker in full size, can be used for spot displays. The coffee-table merchandiser holds three model brewers, together with replacement parts.

CREDITS: *Display, The Carl T. Mason Co., Chicago. Carton, Gaylord Container Corp., St. Louis, Mo.*

DOCTOR'S PLAY KIT FOR CANDY PILLS

A facsimile of a doctor's kit that holds five bottles of vari-colored candy pills forms the package for Foxy Doctor's Playkit, a new toy for children made by Empire Products, Inc. Printed in three colors—yellow, red and black—on 0.024 coated board, the folding-carton carrier is so constructed and die cut that the bottles can easily be taken out, but are held firmly in place when being carried. The "candy pills for all ills" are dramatized through the use of cartoons of an animal and "prescription" copy above each bottle: "Take 2 after brushing teeth," "Take 3 for helping mother," etc. The prescription copy is said to have proved a strong selling point with mothers in that it encourages the child in good habits. The game is sold in 5-and-10's.

CREDIT: *Carton, Richardson Taylor-Globe Corp., Cincinnati.*

HISTORIES

50 YEARS OF BUTTER SCOTCH

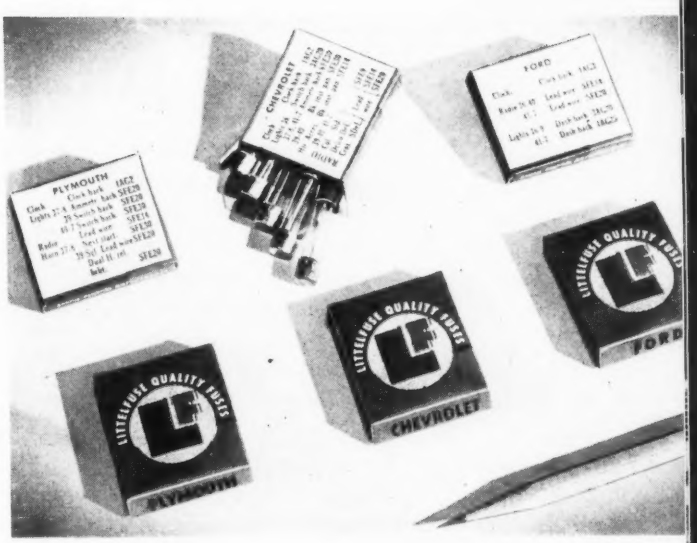
Like many long-established companies, Kerr's Butter Scotch, Inc., can point to a package history that goes back almost 50 years. Four redesigns since 1907, when the paper bag was abandoned in favor of a folding box, are illustrated here. This year's design emphasizes the name, "Kerr's Butter Scotch," and employs a Scottish bagpiper as the trademark to replace the picture of Robert Burns formerly used. This change, combined with a simplification of the plaid background, presents a more up-to-date design for counter display in the highly competitive candy market. Stock is super white patent coated newsback board, gloss printed.

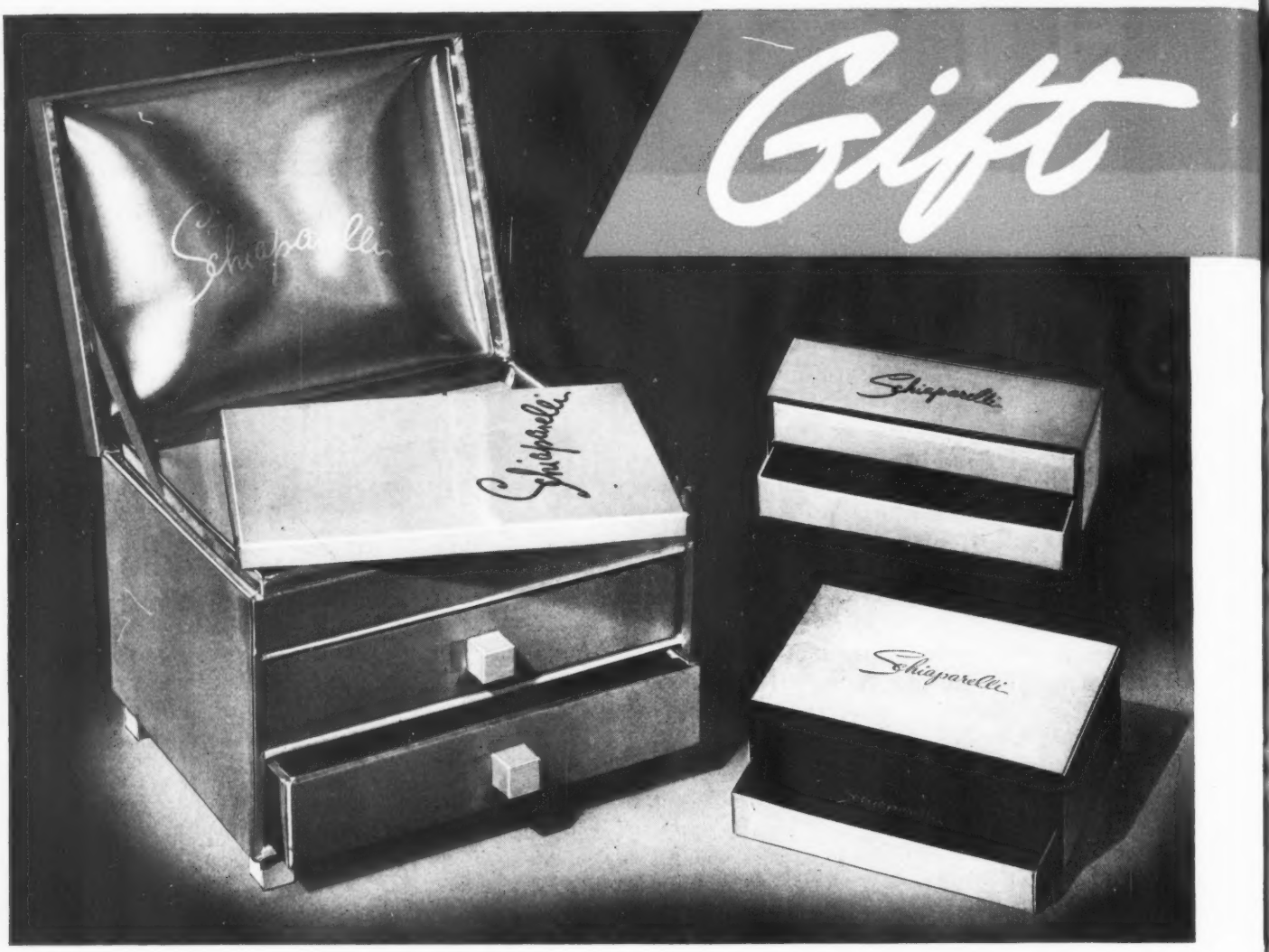
CREDITS: *Design, Teddy Studios, New York. Carton, Universal Folding Box Co., Inc., Hoboken, N. J.*

PACKAGED CONVENIENCE FOR MOTORISTS

Littelfuse, Inc., of Chicago is said to be packaging for the first time in automotive history a complete set of spare fuses for the motorist. The handy folding carton, only $1\frac{1}{2}$ in. square, holds all five of the different fuses needed for automobile lights, radio, heater and accessories. It can be easily stowed away in the glove compartment of a car for emergency use when a fuse is blown. Three different packages are put out by the company—one for Plymouth, one for Chevrolet and one for Ford—each containing all five fuses required for that particular car. The car name is prominently displayed on the front panel, while the back panel repeats the car name and carries reference chart on fuse installation. Printing is in red and blue.

CREDIT: *Carton, Kiser Printing Co., Inc., Chicago.*





THREE PACKAGES comprise the Schiaparelli gift line: the de luxe, satin-covered chest holding 18 pairs of stockings, two each to a box, nine of which are placed three each in the three sections; a two-drawer box containing six pairs; an acetate-laminated box containing two pairs of hose in each drawer.

Among the first to go after the hosiery gift business seriously with a complete luxury gift-packaging promotion is Schiaparelli.

Three new packages, suitable for year-around gift selling, are now on the market—a de luxe chest selling at $62.25 and holding 18 pairs of stockings; a two-drawer box holding six pairs and a popular-priced, two-drawer box holding four pairs of stockings.

Color for all three packages is Schiaparelli's "shocking pink," the name for a magenta shade made so famous by the Paris designer that it has become almost a generic description of this color.

The de luxe chest is completely covered inside and out with "shocking pink" satin, edged with gray satin. Cube-shaped handles and feet are also gray-satin covered. The chest has three compartments: a top section with a hinged lid and two drawers below. Each section holds three standard shelf boxes of Schiaparelli stockings, each containing two pairs, thus permitting filling with preferred stocking sizes and shades. The chest is a handsome re-use utility box for closet or dressing table as a place to store stockings. It has no trademark identification on the outside of the satin lid to mar its surface for re-use, but the Schiaparelli name is printed in gray on the inside lining of the cover. Further identity is afforded, however, by the boxes inside the chest.

The six-pair box is also covered with "shocking pink" satin and has two drawers in which the stockings are placed loose. The popular-priced, two-drawer set holding four pairs of stockings is covered with acetate-laminated paper, so that it has the same glossy surface as the laminated shelf boxes. Both of the smaller packages have black edging and printing of trade name for color contrast, with the single name, Schiaparelli, on the top of the box. The fact that construction of the smaller boxes permits the drawers to be opened in either direction offers additional effectiveness for counter and window display of the stockings themselves.

This package promotion is a sequel to the successful two-pair, shelf-box packaging adopted when the Schiaparelli stockings were introduced last February. A line

hosiery

Schiaparelli's conception of luxury gift packaging brings "shocking pink" commotion to stocking counter display

of high-quality, American-made stockings in high-fashion shades selected in Paris by Madame Schiaparelli demanded a luxury package. The well-established Schiaparelli "shocking pink" color provided a natural promotional tie-up and also a color that had every advantage of eye appeal for hosiery-department display. Schiaparelli, in cooperation with her advertising agency, Robert Orr & Associates, thus took every advantage of this color by interpreting it with utmost simplicity—solid color with only the designer's name in black script across the box cover. To give more elegance, the boxes are covered with acetate-laminated paper. The inside of the boxes also creates a feeling of luxury by the use of shocking pink tissue combined with black-lacquered paper for the folders around the stockings.

Naturally, such boxes cost more than the average hosiery box, but they were adopted as part of the Schiaparelli merchandising concept of meeting competition with more interesting package display in the hosiery department. The two-pair box, in contrast to the standard three-pair box, was chosen as a result of the company's survey showing that the average purchase is two pairs of stockings. The company was also dead set against pre-sealed packaging, having proved to its satisfaction through store buyers that women still prefer to handle and examine the stockings they buy. The telescope box permits showing the stockings and returning them neatly into the boxes. According to the company, sales since the Schiaparelli stockings were introduced in February prove that such reasoning justifies this type of hosiery package and its extra cost.

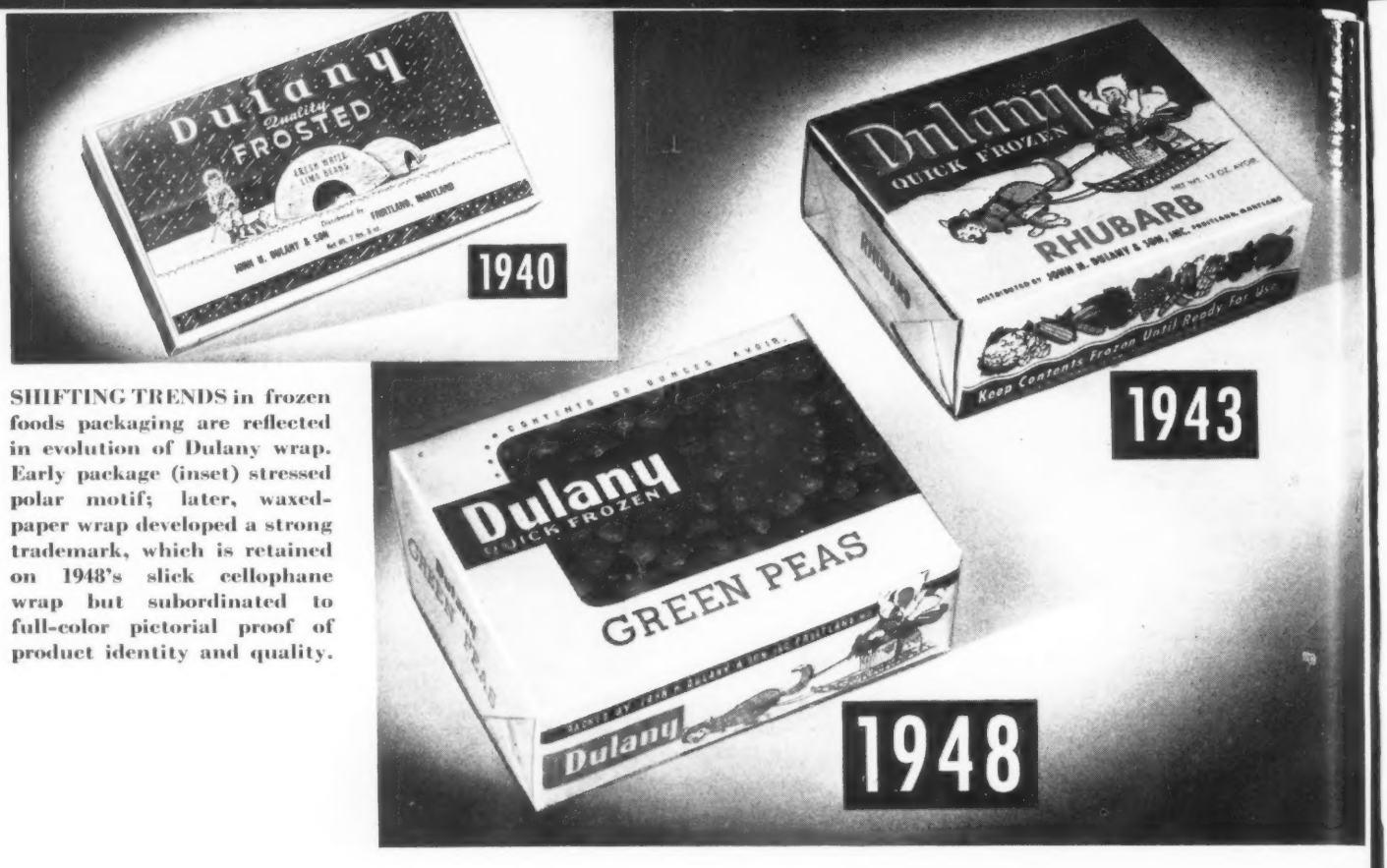
Stockings have long been a volume gift item and many stores, at the holiday season, often have worked out special gift packaging ideas of their own. It was Schiaparelli's conception that the manufacturer could aid stores materially in selling multiple pairs by offering a complete gift packaging promotion and at the same time do a better job of gift packaging than a store could do alone. The company reports that buyers everywhere were most receptive to the Schiaparelli gift-packaging idea.

Volume business, of course, will be done on the four- and six-pair gift boxes, but the de luxe chest was conceived in answer to many requests which stores receive for luxury trousseau gifts, special purchases by business firms for gift giving, etc. Because of her experience with perfumes, Schiaparelli knew that the $60 gift of perfume was not unusual. Certainly, then, there would be a market for a $62.25 luxury chest of stockings—especially if it were a satin-covered chest with permanent reuse value to the recipient. An 18-pair collection is also Madame Schiaparelli's recommendation to the woman of today who desires a complete stocking wardrobe of correct shades to go with every color and type of costume.

The gift-packaging promotion is being featured in all Schiaparelli stocking advertising to the trade, to consumers and in cooperation with stores handling the hosiery.

CREDITS: *Chest, six-pair and four-pair boxes, Huschle Bros., Long Island City, N. Y. Shelf boxes, Old Dominion Box Co., Inc., Charlotte, N. C. Laminated cover paper, J. Makowsky Corp., New York. Printed tissue and black-lacquered paper, Whiteford Paper Co., New York.*

TWO-PAIR shelf box has acetate-laminated "shocking pink" cover and double folds around stockings of "shocking pink" tissue and black-lacquered paper. This packaging costs more than ordinary hosiery box, but is Schiaparelli's idea for meeting competition with better packaging.



SHIFTING TRENDS in frozen foods packaging are reflected in evolution of Dulany wrap. Early package (inset) stressed polar motif; later, waxed-paper wrap developed a strong trademark, which is retained on 1948's slick cellophane wrap but subordinated to full-color pictorial proof of product identity and quality.

DULANY GOES PICTORIAL

A lesson in how to expand frozen food sales: Make sure of product quality and adopt a package that expresses quality

The new pictorial wrapper for Dulany frozen foods, incorporating the best principles of modern design and the highest quality of printing, is a shining example of progress of which the entire frozen food industry—now struggling with a real merchandising problem—can take note.

The new cellophane wrapper, rotogravure printed in seven colors, is a distinct departure for Dulany, which previously had used nothing more exciting than a waxed-paper wrapper which, although well trademarked, was entirely lacking in product illustration.

Feature of the standard design is a simulated window occupying about two-thirds of the package face. This vignette is cleverly placed and combined with other design elements so as to give the illusion that the purchaser is looking through the package at the product itself. Because experience has shown, however, that foods in frozen form do not have the eye and appetite appeal of the defrosted product, the "window" is actually a very realistic full-color-printed reproduction of a color photograph of the product in fresh form. With a change of the vignette and the product lettering, this standard wrapper—shown by surveys to be the shoppers' preference—is applicable to every one of Dulany's 32 frozen fruits and vegetables.

The first products in the new wrap have now been on the market for several months and when the full sales story can be told, it promises to be an eye-opener for those packers who have warehouses full of frozen foods difficult to move even at cut prices.

Dulany admits to a sales increase "in excess of 30%" and according to rumors in the trade it is considerably more. Demand for certain items has been so great that allocation has been resorted to. Items in the new package, at a premium price, are reported to be outselling lower-priced competitive brands. Jobbers are so anxious to have a complete change-over to the new

SAMPLE of one of the new Dulany cellophane wraps inserted here shows the faithfulness with which natural-color photograph of the product is reproduced. Six and seven colors are used in rotogravure printing. Only a portion of wrap is shown. SAMPLE COURTESY SHELLMAR PRODUCTS CORP.

FRUIT CUP

IMPORTANT INFORMATION.

Place this package, unopened, in ice tray of refrigerator until ready to use. Juice will leak from Frosted Fruit package if not kept solidly frozen.

For best results, use immediately when defrosted, for it will keep only as long as fruit that has not been quick-frozen.

Save Money! Get your daily supply of vitamins from food.
This is nature's way of providing you with abundant health!

JOHN. H. DULANY & SON, INC. **FRUITLAND, MARYLAND**

SERVING SUGGESTIONS. DELICIOUS! Try Dulany Frosted Fruits for Cobbler pie, fruit salad, ice cream, gelatin desserts, and cocktails. They increase your servings 6 to 8.

• • NET WT. 1 LB. AVOIR.

Dulany FRUIT CUP

Dulany FRUIT CUP

FRUIT CUP

PEACHES, PINEAPPLE, AND CHERRIES—WITH SUGAR

ASCORBIC ACID AND CITRIC ACIDS ADDED SOLELY AS A PRESERVATIVE AGAINST DISCOLORATION

DISTRIBUTED BY JOHN H. DULANY & SON, INC. FRUITLAND, MD.

DO NOT REFREEZE. FOR BEST RESULTS COOK EITHER FROZEN OR SOON AFTER DEFROSTING

Dulany

DEFROSTING INSTRUCTIONS.

When Dulany Frozen Fruits are to be served uncooked they are at their best when just defrosted. To defrost, allow the unopened package to stand 2 to 2½ hours at room temperature or if desired defrosting may be accomplished by placing the unopened package in the refrigerator over night. Do not allow the defrosted fruit to stand too long before use as it will soften and discolor the same as fresh fruit under these circumstances. If fruit is to be served cooked it is not necessary to defrost first. Makes 4 Average Servings.

SELLMAN PATENTS
2,180,734-AND 1867605

FRUIT CUP
Dulany

Dulany
QUICK FROZEN

FRUIT CUP

PEACHES, PINEAPPLE, AND CHERRIES—WITH SUGAR

ASCORBIC ACID AND CITRIC ACID ADDED SOLELY AS A PRESERVATIVE AGAINST DISCOLORATION

DISTRIBUTED BY JOHN H. DULANY & SON, INC. FRUITLAND, MD.

Dulany

DO NOT REFREEZE. FOR BEST RESULTS COOK
EITHER FROZEN OR SOON AFTER DEFROSTING

DEFROSTING INSTRUCTIONS.

When Dulany frozen fruits are to be served uncooked they are at their best when just defrosted. To defrost, allow the unopened package to stand 2 to 2½ hours at room temperature or if desired defrosting may be accomplished by placing the unopened package in the refrigerator over night. Do not allow the defrosted fruit to stand too long before use as it will soften and discolor the same as fresh fruit under these circumstances. If fruit is to be served cooked it is not necessary to defrost first.

Makes 4 Average Servings.

SERVING SUGGESTIONS. DELICIOUS! Try Dulany Frosted Fruits for Coppel pie, fruit salad, ice cream, gelatin desserts, and cock-tails. They increase your servings 6 to 8.

IMPORTANT INFORMATION.

Place this package, unopened, in ice tray of refrigerator until ready to use. Juice will look from frosted fruit package if not kept solidly frozen.

For best results, use immediately when de-frosted, for it will keep only as long as fruit that has not been quick-frozen.

Save Waste! Get your daily supply of vitamins from food.
This is nature's way of providing you with abundant health!

JOHN H. DULANY & SON, INC. FRUITLAND, MARYLAND

wrap that they have collectively agreed to underwrite the cost of retiring the remaining stock of old waxed-paper wraps. Wider distribution, due to jobbers' interest in the package, has helped increase sales. Frozen fruits, which had been lagging in sales throughout the industry, have shown a quick recovery for Dulany.

Quality of product, certainly, is essential to frozen foods' continuing acceptance. That is the point that some producers, now defunct, overlooked during the wartime boom days. But Dulany's experience shows that quality of product alone will not bring maximum sales. For the Dulany name has for a half century been associated with rigid quality standards, first in canned and later in frozen foods. Extensive research is conducted to maintain quality and uniformity of product. Dulany is one of the few frozen food packers that exercises rigid, scientific control from seed to saucepan.

But the Dulany management felt that through several successive package changes—always maintaining good product protection—they had failed to achieve a package *appearance* that fully expressed the fine quality of their products at the critical point of sale where a new customer might be won or lost. As soon as possible after the war, they determined to do something about it.

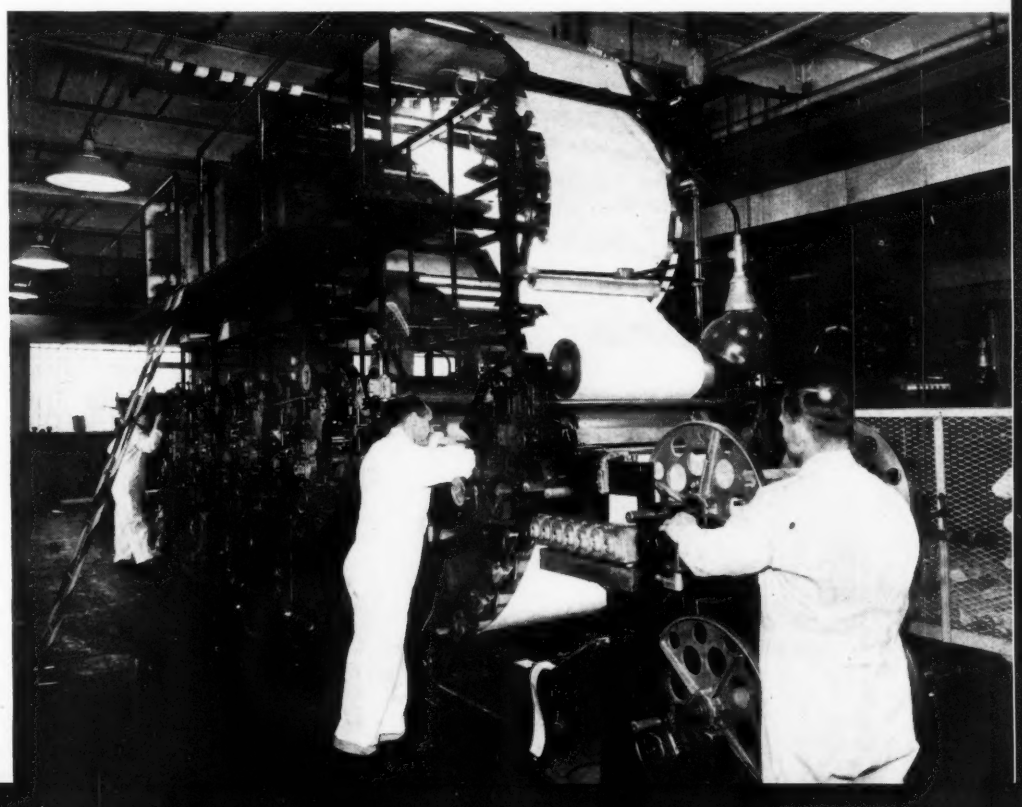
They retained an independent package designer and embarked on a thorough study. Careful analysis of past experience and future objectives laid the basis for the new design.

It was felt that in the early days of the industry, when frozen foods had a novelty appeal, it was natural that packages should feature and dramatize the frozen condition of the contents through polar scenes, frost crystals, snowscapes and the like. It was also felt that while this approach may have had considerable merit when frozen foods were relatively new on the market, this period of public education to the wonder of frozen foods had passed and sales efforts now should tend toward selling the delicious quality of the foods themselves and away from any stressing of the uniqueness of the fact that they are frozen.

With this objective established, it became apparent that a brilliant and realistic full-color reproduction of the foods on the package would express quality to the best advantage. Painstaking color photography produced pictures of the various foods that were outstanding in appetite appeal and it was then decided that only the utmost in surface brilliance, obtained by reverse-side printing on cellophane, would do justice to the reproductions. Substituting printed cellophane wraps for the old printed waxed-paper wrap would require no change in the standard folding carton used or in packaging equipment.

The designer prepared many comprehensive sketches and changes were incorporated until a basic design was approved that seemed to meet all requirements. Management had sought from the beginning to reproduce something of the nature of an open carton used at one time which was covered with cellophane and gave a window view of the contents. To enhance the window idea, corners were rounded on the left-hand side of the vignette on the new design and the vignette allowed to bleed off the right-hand side of the package.

The strong attention value of the large and compelling vignette was used in behalf of the brand name by allowing the "Dulany" panel to cut deeply into it from the left, so that the eye, in its normal course from left to right, receives a virtually simultaneous impression of the word "Dulany" and of the quality appearance of the product, linking them together in the mind. Superimposing part of the Dulany panel over the photo vignette, incidentally, gives a third-dimensional effect that seems to heighten the impression of looking through the package, directly into the contents. To



ROTOGRAVURE PRESS, capable of running seven colors simultaneously, on which new Dulany cellophane wraps are printed. Preliminary control runs on each of the wraps assure color-picture fidelity.

improve legibility of the brand name, the lettering was simplified and placed in reverse against a dark blue background.

The evolution of this new Dulany package illustrates the stages through which the frozen food industry has passed package-wise. The original Dulany package was a carton with an opaque waxed-paper overwrap printed in a single color and with little effort at dramatization. Later, the waxed-paper wrap was embellished by a polar scene. Later a printed window carton with a plain cellophane overwrap (the forerunner of the present package) was tried briefly, but the window frosted, the food frosted and the intended effect was not achieved. Still later—and up until the adoption of the new package this year—Dulany used an opaque waxed-paper overwrap printed in three and four colors and distinctly modernized in design. The Eskimo character was changed to a smiling boy on a sled with a basket of produce, being pulled at a fast pace by a laughing husky dog—the action stressing the new emphasis on "*quick* frozen."

The Eskimo boy and his dog, which had become established as a Dulany trademark, were retained on the new cellophane wrap virtually unchanged, but relegated to a position of lesser prominence on the narrow front edge panel. A clean, pure-white background was chosen for the wrap over-all, to provide the most effective contrast to the vignette and emphasize the sanitary quality of the product. White, incidentally, has been the background of the Dulany canned food label for 15 years.

Since all printing is on the under side of the cellophane, the package surface presents a remarkably clean, slick, shiny surface that bespeaks quality in an unmistakable way.

When the supplier had completed plates from the designer's final art, all parties concerned gathered at the supplier's plant to approve the finished wrap. Since the photographs from which the plates were made had been the subject of great care in preparation, equal care was exercised by the printer to achieve quality plates. Repeated control runs of each wrap for the 15 different products covered by the initial order were made on the big seven-color rotogravure press to arrive at the true, realistic colors.

It is apparent from the tipped-in sample that appears with this story that the unusual effort expended throughout the development of this wrap has resulted in a series of wraps of outstanding quality. And the sales record to date is believed by the Dulany management to have justified the care and expense many times over.

CREDITS: *Design, Royal Dadmun, Baltimore, Md. Wraps, Shellmar Products Corp., Mt. Vernon, Ohio. Color photography, Greer Studios, Baltimore.*

Snow Crop

The effectiveness of good package design, in combination with an advantageous merchandising policy, is again illustrated by the current success of new packages adopted by Snow Crop Marketers, Inc., the recently organized frozen food division of Clinton Industries, long known as manufacturers of corn products.

In certain key markets the new Snow Crop packages are reported to be outselling their stiffest competition on substantially the same price basis. A recent study made by the *Washington Times-Herald* showed that the new Snow Crop packages had moved up to first place in sales and first place in number of stores carrying this brand in the Washington area. In upper New York State, the Loblaw chain of food stores is handling the Snow Crop line on an exclusive basis for two reasons—attractiveness of the package and Snow Crop's method of direct selling which permits offering the product at a slightly lower price to the consumer.

The organization of Snow Crop Marketers is an interesting example of what can be accomplished in the marketing of frozen foods when backed by the proper know-how and sufficient capital. The management is comprised of a group of former Birds Eye men, who have combined their experience with the new capital supplied through the acquisition of Snow Crop in 1947 by Clinton Industries. The two interests together formed an ideal combination—the one with the knowledge and experience of the frozen food business, the other an old established firm with capital looking for diversification.

First step under the new set-up was a study of distribution and the establishment of direct selling procedure which gives Snow Crop price advantages in several of its markets.

Second step, in cooperation with the company's advertising agency, Maxon, Inc., was the redesigning of the packages, adopting what were known from past experience to be the most efficient packages structurally and economically, and planning new surface design to give maximum eye appeal and identity.

About 30 of the new packages are on the market for fruits, vegetables, concentrated frozen orange juice and frying chicken. Standard waxed sulphite frozen food cartons overwrapped with either printed 450-MSAT cellophane or printed waxed paper are being used for the vegetables. For fruits which require juice protection, the company has adopted the metal-edge fibre can. The frozen orange-juice concentrate is in 6-oz. and 27-oz. tins. The frying chicken is first arranged in a Pliofilm wrap, then placed in a waxed carton.

On all the packages the pleasingly cool background design of deep blue sky above the stylized outline of white snow-covered mountains is the instantly recognizable design symbol of the Snow Crop line. The

wins acceptance

New frozen foods

firm adopts proven packages, profiting by predecessors' experience

brand name is emphasized in green, topped with an irregular outline of white simulating snow. Product content is suggested quickly by full-color photographic illustrations, usually of the product in its natural state and also as a prepared dish. This illustrative treatment is employed to avoid any possibility of confusion. Rhubarb, for instance, is very difficult to picture as a prepared dish, but there can be no mistake if a color illustration showing the stem and leaves of the rhubarb accompanies the prepared dish.

A large red bull's eye spots the name of the product and essential description, such as "with sugar" or "with syrup," weight, etc. Since price is a very important factor in the sales story, a place is always provided where the grocer can mark price with crayon. Back panels carry copy on preparing and storing the foods.

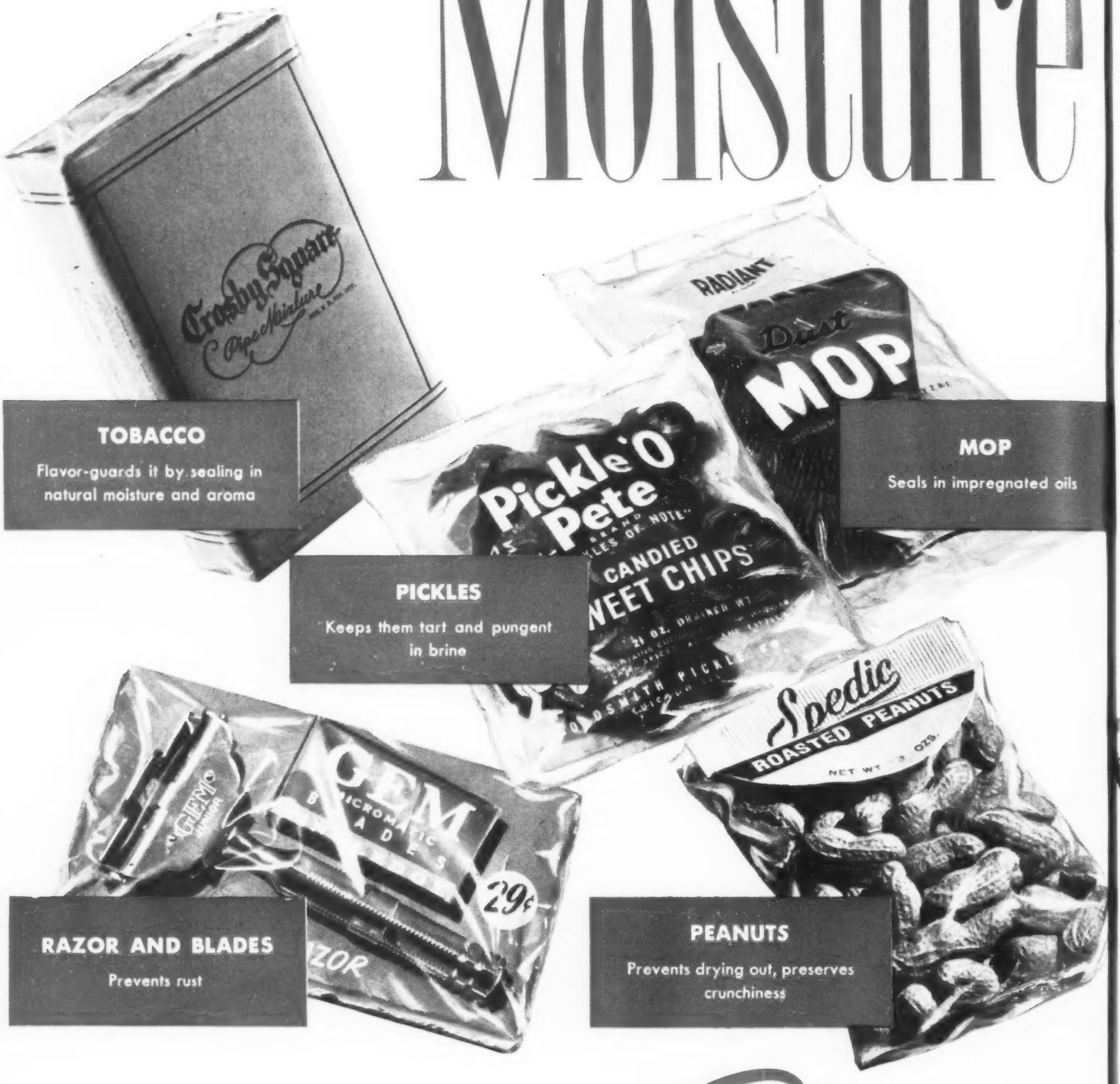
The success of these packages speaks for itself. Their attractive appearance gives added impetus at the point of sale when displayed in open frozen-food display cases. Other packages are being added to the Snow Crop family as the packing season progresses.

CREDITS: *Printed cellophane, Milprint, Inc., Milwaukee, Wis. Waxed cartons, Marathon Corp., Menasha, Wis. Waxed overwraps, Western Waxed Paper Co., Div. of Crown Zellerbach Corp., Los Angeles. Pliofilm wraps, The Goodyear Tire & Rubber Co., Akron, Ohio. Metal-end fibre cans, Can-Tainer Corp., Seattle, Wash. Fibre can labels, Crocker-Union, San Francisco. Orange juice cans, American Can Co. and Continental Can Co., New York.*

INSTANT RECOGNITION is provided for the Snow Crop packages by the distinctive trade name lettering and deep blue background above the stylized outline of snow-covered mountains. Full color illustrations give appetizing identity to the various products and the big red bull's eye spots product description.

Could your product use this

Moisture



TOBACCO
Flavor-guards it by sealing in natural moisture and aroma

MOP
Seals in impregnated oils

PICKLES
Keeps them tart and pungent in brine

RAZOR AND BLADES
Prevents rust

PEANUTS
Prevents drying out, preserves crunchiness

Everything is better in Pliofilm

Pliofilm—T.M. The Goodyear Tire & Rubber Company

3-way protection against air, moisture, liquids

Control?

HERE you see what **Pliofilm's** magic "moisture control" can do for a wide variety of products.

Goodyear's famous packaging film is air-moisture-liquid-proof. By controlling the passage of moisture *in* or *out*, **Pliofilm** brings your product to the consumer at its peak of quality, in a glistening garb that heightens sales-appeal.

If you have a moisture problem in packaging, get acquainted with this amazingly successful transparent wrap now. Write: Goodyear, Pliofilm Dept., Akron 16, Ohio.

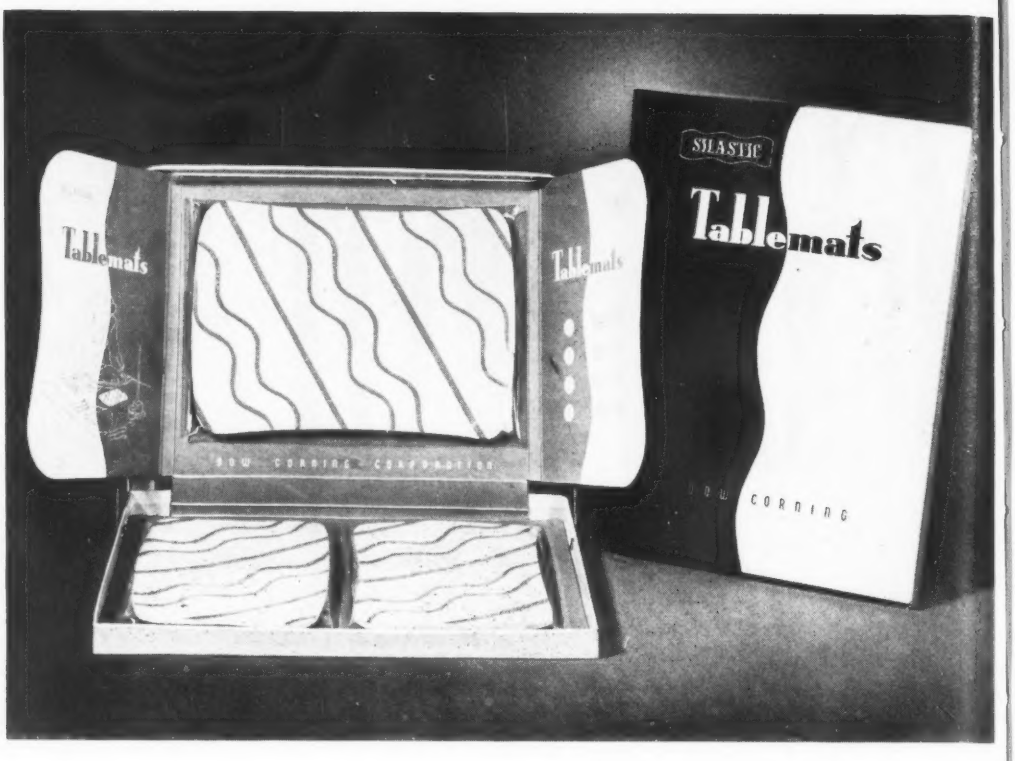
FISH
Seals in natural oils, prevents greasiness, holds in odor

POP CORN
Keeps it dry and crisp

A 7-UP INGREDIENT
Protective, sealed enclosure; handy package

GOODYEAR

THE GREATEST NAME IN RUBBER



FOLDING EASEL inside hinged set-up box holds cellophane-wrapped table mats. Product use and selling features are printed on inner paperboard folder as shown by this dummy of the new package, which is now in production.

SELF-DISPLAYING BOXES

Inner pulley-cord arrangement enables automatic opening of box, convenient for clerks to set up as counter display

A tough merchandising problem, many sales managers say, is to get stores to display the product . . . so the easier and simpler a display can be made for clerks to set up, the greater its chances for success. Keeping this in mind, the package designer for Dow Corning Corp.'s new Silastic* table mats has developed some unusual constructions for packages which act as their own displays.

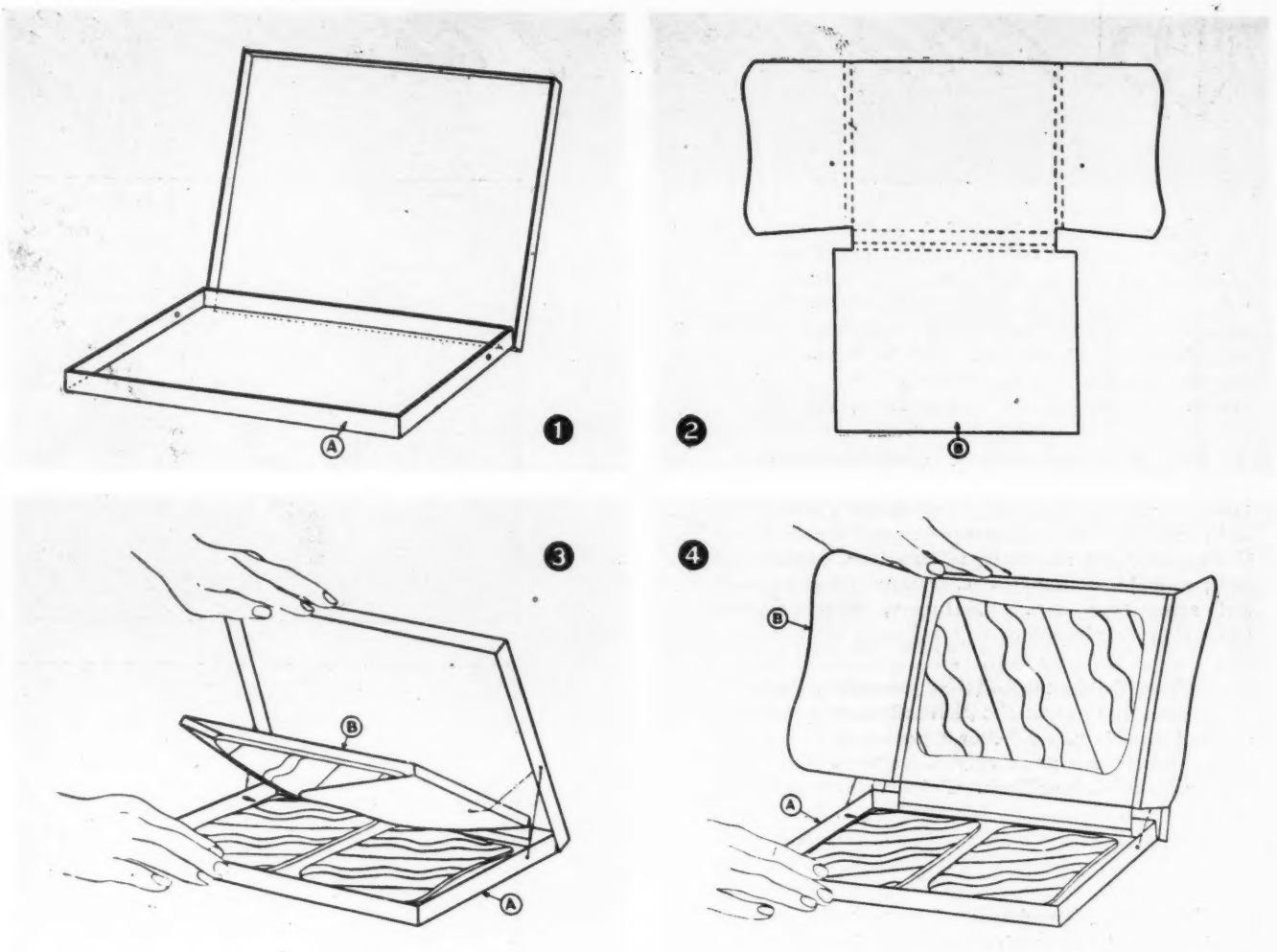
The innocent-looking box in which the "Tablemats" are packaged performs startling tricks as it is opened, which turns it into an effective display. The minute the clerk begins to lift the side-hinged, paperboard set-up box lid, things happen. Inside, a section of the board on which the ethyl cellulose wrapped mats are mounted is pulled up with the lid and as the opening motion is completed the two folded wings of this section fly back, exposing the mats. On each wing sketches of how the mats may be used and sales copy are printed, thus giving the package its unusual display characteristics. These wings, wedged inside the lid, keep the box propped open.

A pulley arrangement of two cords inside the package motivates this ingenious opening. One end of each cord is fastened to the inside side walls of the box base; the cords are then slipped through small die-cut holes in the side walls of the lid and fastened to the folding wings. Construction details are shown in the accompanying diagram.

The book-type package designed for the "Placemat" and "Stovetopper" mats provides easy display whether the mats are packaged singly or in pairs. The package can be spread open on the counter to show the mats partly opened and placed on end as a vertical display, or left closed for mass displays in store windows. The heavy paper cover resembles a book jacket and is attached by tucking the edges of the jacket under the heavy paperboard backing on which the mats are mounted.

Family indentification is a feature of the package design for the different items. The curved motif in the design was suggested by the curved shape of the mats and by using the curving division of color. The coined words—"Tablemats," "Placemat" and "Stovetopper"

* Trade name for the company's silicone rubber material

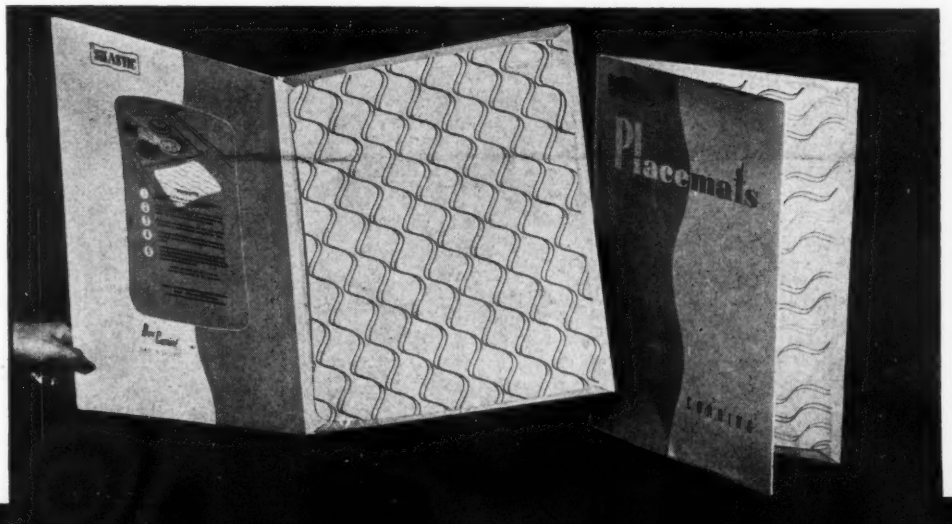


CONSTRUCTION is illustrated by these four diagrams: (1) Outer box with dotted line indicates location of hinge. (2) Outline of inner folder with dotted lines showing score lines. (3) Box being opened shows action of pulley cords. (4) Box fully opened, ready for displaying product on counter.

—become easily readable as two words, but written as one they are definitely trade names. Continuity of this basic design is established for all the packages by varying the color schemes according to the item. One half of the front panel is always white; the other half may be printed black, as in the case of "Tablemats," or orange ("Placemat") or gray for "Stovetopper." The combination of a second color and reverse printing for the lettering provides an accenting color.

The use of a leather-grained cover paper on the "Tablemats" box gives a rich and luxurious appearance to the package.

CREDITS: *Design, Edwin W. Fuerst, Toledo, Ohio. "Tablemats" boxes, book package folders for "Stovetopper" and "Placemat," and printed paperboard inserts, The S. H. Davis Paper Box Co., Toledo, Ohio. Ethyl cellulose sheeting, Dow Chemical Co., Midland, Mich. Corrugated board in book packages, American Boxboard Co., Grand Rapids, Mich.*



BOOK-TYPE PACKAGES are specially designed folders reinforced inside with corrugated board. They may be used to hold one or two mats. When carrying only one, the opposite panel is used for displaying descriptive material.

1 Heat-sealed aluminum-foil packets similar to those used for their dehydrated soups are being market tested as the packaging for Lipton's new "Frostee" dessert mix. Material for the pillow-type packet is a lamination of two outer layers of foil with inner ply of glassine. Foil is five-color rotogravure printed. Packet, Reynolds Metals Co., Richmond. Carton, Federal Carton Corp., New York.

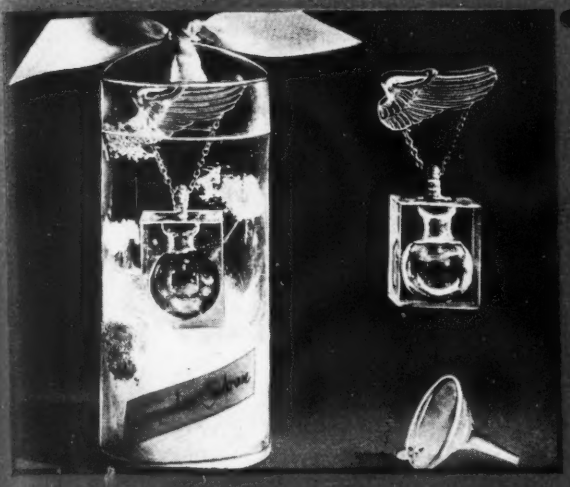
2 Increase in sales has been reported since the adoption of this new private-mold glass container for Speas Co. apple cider vinegar. Promoted as "the pitcher with a thousand uses," the container is suggested for re-use in refrigerator, pantry, for outings and as an ornament. Pitcher takes a standard screw-type cap. Container, Owens-Illinois Glass Co., Toledo, Ohio.

3 Helena Rubinstein's latest cosmetic, designed especially to meet the demands for an inexpensive cologne, is "Best Seller," packaged in a book-shaped bottle, complete with book sleeve. Bottle, T. C. Wheaton Co., New York. Polystyrene cap, Plastic Molded Arts, Inc., Long Island City, N. Y. Sleeve, F. N. Burt Co., Inc., Buffalo, N. Y. Label, Ar-Kay Printing Co., Inc., New York.

4 Foil-wrapped packages of Instant Postum for individual cup service have been introduced by General Foods Corp. The heat-sealed foil packets are said to insure fresh and free-flowing product, easy to open. Fifty packets are packed in a display carton. Design, Colangelo Studios, Inc., New York. Printing of foil, The Dobeckmun Co., Cleveland.

5 This simulated antique, carved ivory case for Speidel Corp.'s new Golden Templar watch band is molded of polystyrene. All-plastic hinges are molded in and give smooth open-and-shut movement. Finish is wiped-in antique. Hidden clips hold product in place. Container, Braun-Crystal Mfg. Co., Inc., Middle Village, N. Y.

Pageant



6 Jacqueline Cochran's "Wing Ding" package is a gold colored glass globe of Shining Hour perfume in a gold-flecked acrylic cube suspended from a costume-jewelry pin, all in a transparent cellulose acetate cylinder with funnel for refilling. Cotton flecked with sparkling particles placed in bottom of cylinder simulates clouds. Acetate container, Geo. V. Clark Co., Inc., Astoria, N. Y.

7 In line with their policy of continually revising their line of packaged chocolates, Lord's of Boston has introduced a Nut & Fruit Assortment in a newly designed box featuring two Latin American figures against a tropical background. Design, Fannell Studio, Boston. Printing, Strathmore Press, Boston. Box, Box Craft Co., Boston.

8 Non-woven fabric wrap, colorfully silk-screen-printed, is the feature of this package for "E-Z Print" gift-wrapping material, also of non-woven fabric, marketed by American Crayon Co. The package wrap—a sheet of the material held together by pressure-sensitive tape—has an over-all design with a superimposed trademark on front. Back of wrap carries company name, information on contents and suggestions for stenciling, silk-screen or block printing the product for personalized wrappings. Non-woven fabric, The Visking Corp., Chicago. Wrap design, Emmy Zweybruck, New York. Wrap printing, Paint Print Process, Inc., New York.

9 Re-appearing on the market for the first time since the war are these easy-opening, private-mold design, vacuum-packed glass jars for Romanoff caviar. Glass is molded with a heavy ledge just below rim of lid so that lithographed metal cap lifts off by pressing with a coin. Jar and cap, Anchor-Hocking Glass Corp., Lancaster, Ohio.

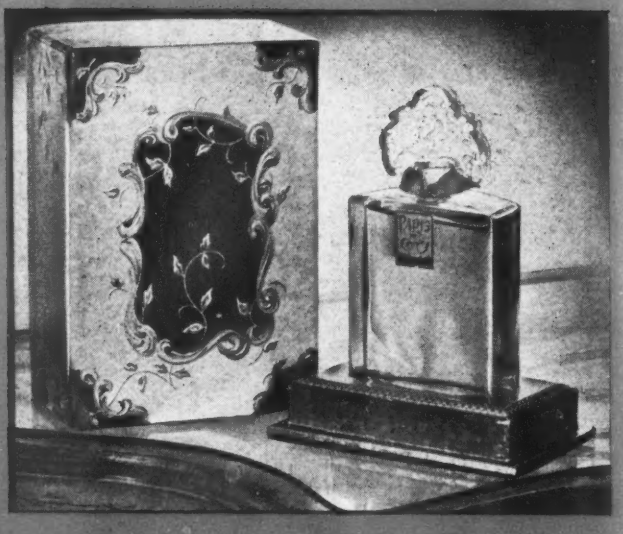
10 The new package for Sunshine Potato Chips is a red cylindrical metal container with knob on the lid, making it handy for re-use. Paper label is four-color printed. Cans, Heekin Can Co., Cincinnati. Labels, Chicago Offset Printing Co., Chicago.

MP Modern

11

11 Schenley Distillers are introducing a personalized bottle for their Sir John Schenley gift package. The decanter-type flask is molded with indented spaces on one side into which three gold paper initials may be applied. An envelope containing 40 initials, proved by exhaustive research to be sufficient for almost any monogram combination, comes in the folding carton. Bottle and carton, Anchor-Hocking Glass Corp., Lancaster, Ohio. Cap, Owens-Illinois Glass Co., Toledo. Initials, Fleming-Potter Co., Peoria Ill.

12

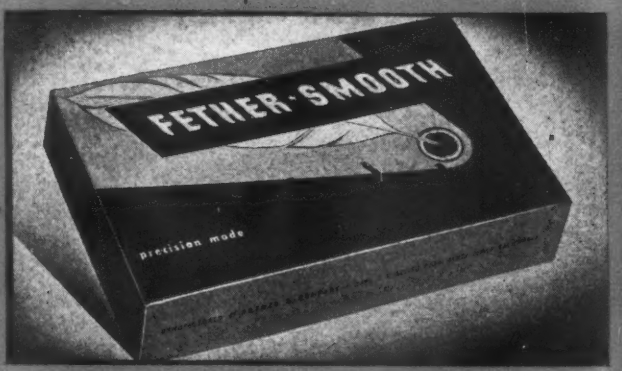


12 The rich baroque style of the Louis XV period is revived in the new package designs for Coty's Paris scent. Elegance of the packages is typified by the perfume box. The cover paper, printed in two shades of French blue, is decorated with embossed gold scrolls. The convex-shaped flacon has an amber-tinted stopper.

13

13 Losers of election bets who have to eat their hats are finding the task easier this year. Joe Franklin Industries of Dallas, Tex., have made wide-brimmed sombrero hats of candy and packaged them in miniature hat boxes made of transparent, rigid cellulose acetate. Box, Central States Paper & Bag Co., St. Louis, using Monsanto Vuepak.

14



14 Fether & Co. has found that its new three-color package for brake lining is unusually successful in promoting brand identity to dealers, distributors and mechanics and thus makes the selling job easier. Set-up box is of white coated paperboard. Design, Don Short, San Francisco. Box, San Jose Box Co., San Jose, Calif.

15

15 Nestea, the new soluble tea produced by Nestle Co., Inc., is now making its appearance on the East Coast in a 2-oz. glass jar, companion to the familiar Nescafé package. Bottle and closure, Anchor-Hocking Glass Corp., Lancaster, Ohio. Labels, William W. Fitzhugh, Inc., New York.

16 Conti Baby Oil and Conti Baby Powder are the first items in a new baby line by Conti Products Corp. of New York. The powder is packaged in a lithographed metal can with a shaker

Packaging Pageant

dispenser. Polka-dot motif and drum-stick lettering used on the can is repeated on the label of the easy-to-grip bottle. Design, E. Leonard Koppel, New York. Can, National Can Corp., New York. Bottle and closure, Owens-Illinois Glass Co., Toledo. Label, Espan Labels, Inc., New York.

17 The snap-hinge jewel case which Kirsten Pipe Co. has chosen to gift package its corn holders serves as a permanent case. The case is unadorned except for narrow brass bands that complement the beige cover and champagne-colored silk lining. Blue velveteen on inner platform sets off product. Case, Farrington Mfg. Co., Boston, Mass.

18 A new visibility package for soft goods contains three pairs of Scamperettes, children's panties, is a set-up box with transparent acetate cover. Box is protected by paperboard sleeve which carries brand name and sales message right into the home. Box and sleeve, Miro Container Co., Inc., Brooklyn. Cellulose acetate, Celanese Corp. of America's Lumarith.

19 Among the four Christmas gift packages of Glenmore Distilleries this year is a new Kentucky Tavern carton, printed to depict an Early American inn. The new "candy stick" package for Old Thompson is constructed with closed bottom and locking top to hold neck of bottle securely. Kentucky Tavern carton, Container Corp. of America, Chicago. Old Thompson package, Milprint, Inc., Milwaukee, using Champion Paper & Fibre Co.'s Kromekote.

20 Wilmington Boat Works, Wilmington, Calif., uses an effective method for attaching a promotional outsert to their new Wilbo spar varnish by gluing a booklet to the top of the can's pouring spout. Back page of the booklet with important "cautions" is perforated on the fold so that when the booklet is torn off, the page is left on the can. Varnished wrapper is printed in yellow and blue. Wrapper and instruction booklet, John D. Roche, Inc., Los Angeles.

BETTER JELLY JAR

VERTICAL WALLS of the new jar prevent tipping on filling lines and, by eliminating the compensatory weighting of the base, cut shipping weight. The distinctive private-mold effect on the base is obtained at no extra cost to the user.

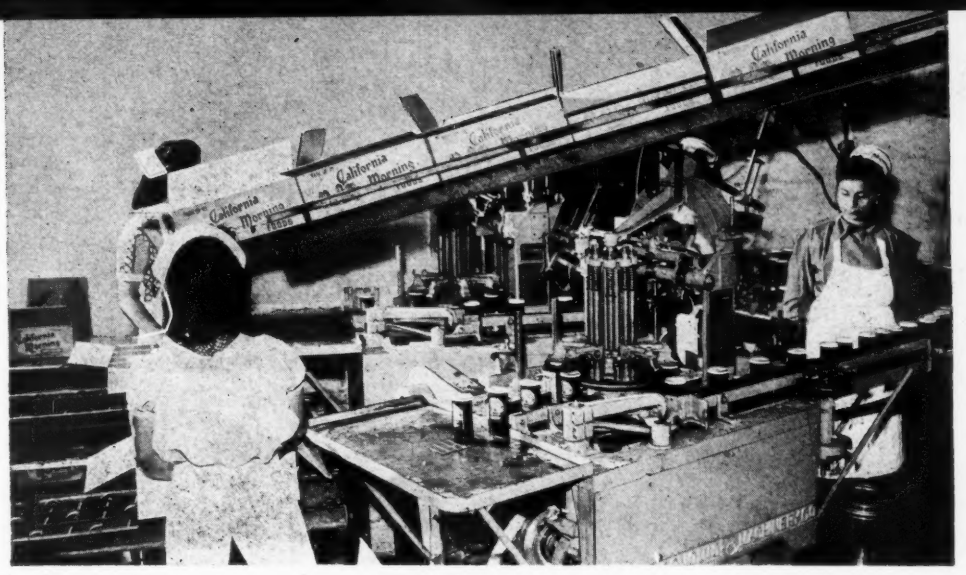
A California packer adopts the first of a new line of straight-sided jars, non-tipping and much lighter-weight, with exclusive molded-in design motifs

Special molds to meet the triple objective of brand identity, consumer appeal and easier handling in filling and shipping have made great progress in most lines of glass-packed products, but for some reason the practice has not been widely adopted in the large field of jams and jellies. There the traditional package has been the stock-mold, tapered jar or tumbler, which offers little opportunity for brand distinction and which is, due to its tapered shape and narrow base, a hazard on high-speed automatic filling lines. Now improvements are being made.

One such departure is the type of straight-sided, cylindrical jar now being used by California Morning Foods, Inc., Los Angeles. Its advantages, demonstrated in six months of use, include, according to the company: (1) faster and safer handling on filling and labeling lines, with resultant economies; (2) lower shipping costs; (3) maximum utilization of shelf space; (4) better product display.

The new container, used in 12-oz. and 16-oz. sizes, is a perfect cylinder in its outside diameters, as wide at the bottom as at the mouth. The result is that when jars bunch up together on conveyor lines they meet squarely and there is no tendency to tip and spill. Containers ride through the filling, capping and labeling lines at maximum speed with a minimum of employee supervision. A further safety factor in the new jar is a friction-resistant stippled base.

Appearance-wise, the new California Morning jar is distinctive not only for its shape, but also for the special embossing which decorates the lower one-third of its surface. This particular design is exclusive with California Morning Foods, but it was obtained without paying the penalty of an advance mold deposit. It is, the makers claim, the first example of a new idea in glass manufacture. From a single master mold of the general size and shape of this jar, the manufacturer will prepare duplicate molds with numerous variations of this decorative motif. It is his plan to sell each design as an exclusive to an individual user, thus, to a large extent, offering private-mold individuality at the price of a stock-mold jar. Some of the pleasing variations of



LABELING LINE moves smoothly at high speed with the new straight-side jars. Previously, tendency of tapered jars to tip at gang-up contacts required constant attendance. Cartoning is also simplified.

simple design elements employed in this manner are shown in the accompanying illustration.

Glass makers have learned that consumers like the pleasing "feel" of such molded-in design elements and appreciate the security of grip which is provided.

The structure of the new jar has resulted in a reduction of weight and a consequent saving in shipping costs.

In the conventional tapered jelly glass, a great deal of additional weighting is needed at the base to offset its top-heavy contour. In the new jar there is an even distribution of glass, with no need for compensatory weighting. Accordingly, a gross of the new containers weighs 60 lbs., a considerable saving in shipping weight over the old-style tapered tumbler, according to the manufacturer. A disadvantage of the light-weight jar, however, according to California Morning Foods, is a somewhat higher rate of breakage in shipment.

The new jar also effects some saving on caps, since it has a 60-mm. opening, as against the standard 66, 68 and 73 mm. of the conventional jar.

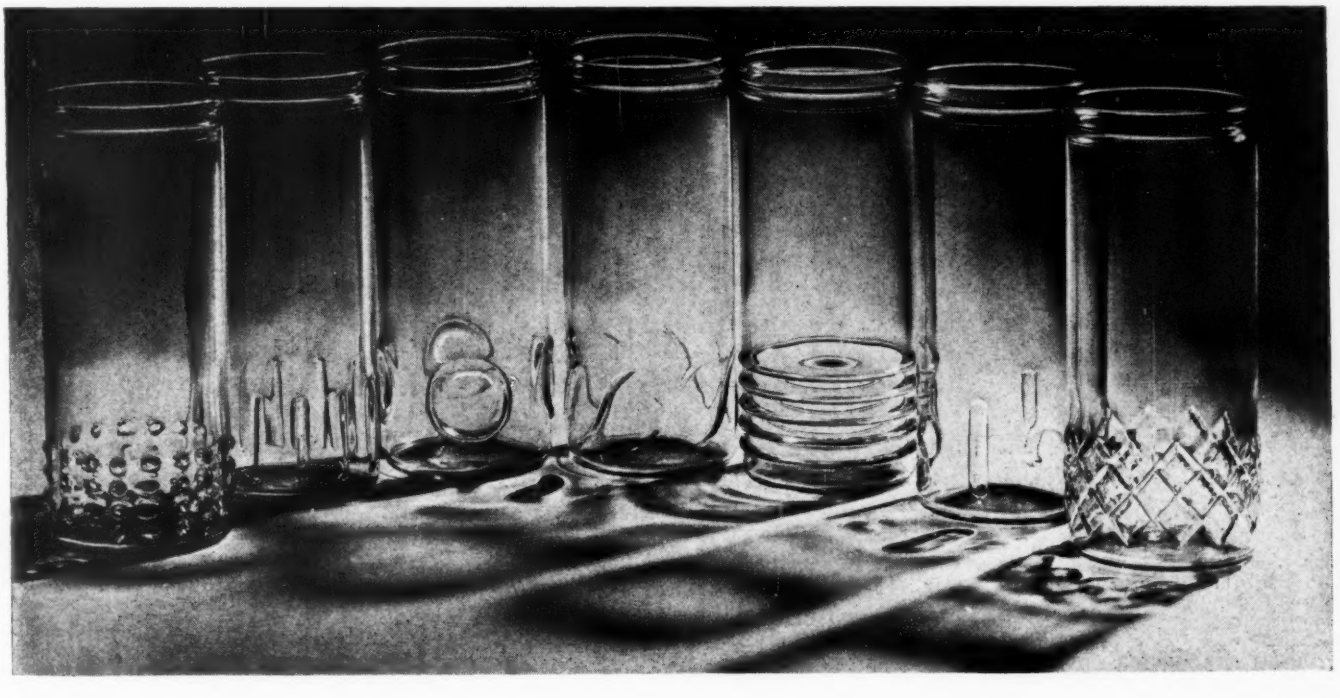
The wider base gives a greater area of display to the product beneath the label. This is especially effective in mass display in the store and, in addition. the facets of the molded design catch and reflect light, drawing the shopper's attention.

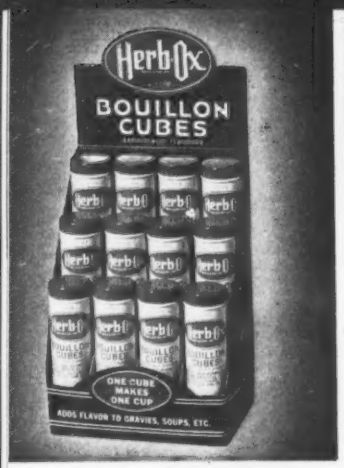
It is pointed out that the straight sides make it possible to use a full wrap-around label if desired, although most packers probably will prefer to reserve a maximum clear area for visibility of the contents.

California Morning Foods, which has 24 items in its line, is using between 40,000 and 50,000 of the new containers daily.

CREDITS: *Jars, Alexander H. Kerr & Co., Inc., Los Angeles. Caps, White Cap Co., Chicago. Labeler, Economic Machinery Co., Worcester, Mass.*

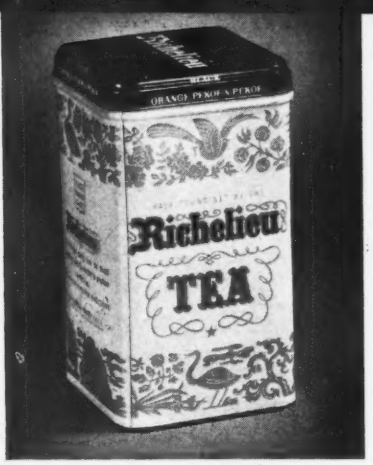
VARIATIONS of design from one master mold are illustrated by these samples from the glass maker's new line. Each of the molded-in designs is sold as an exclusive pattern.





COUNTER DISPENSER
Herb-Ox Bouillon Cubes—Picked for its functional design, which presents product directly and simply. Distributors, Pure Food Co., Inc. Can, Liberty Can Co. Design, Karl Stoll. Lithography, Wm. W. Fitzhugh, Inc.

POINT-OF-SALE DISPLAY
Nestle's Chocolate—Cited for the warmth, naturalness and appeal of its product presentation and the realistic appearance of the cup. Distributors, Lamont Corliss & Co. Display, Einson-Freeman.



TEA CAN
Richelieu—Cited for character of design and adaptation to family pattern. Colors: gold, red, black. Distributor, Sprague Warner Div., Consolidated Grocers' Corp. Can, J. L. Clark Mfg. Co., Inc. Design, E. Spuehler.

COFFEE BAG
Richelieu—Design has the "quiet elegance" which is true to coffee traditions. Colors are gold, black and white. Distributor, Sprague Warner Div., Consolidated Grocers' Corp. Bag, Benj. C. Betner Co.

'48 Spice Awards

Winners are cited for lack of "clutter"

and improvement in informative labeling

The 20 blue ribbon winners in the 12th annual competition for packaging of spice, tea and coffee products—sponsored by *The Spice Mill*—reflect, according to the judges, a commendable trend in this field toward elimination of "clutter" in package design and toward better informative labeling.

In rendering their verdict the judges commented, however, that with the exception of the winning group there was an evident need in this field for more adequate brand and product identification on side and back panels and for better-worded directions for use for the benefit of the consumer.

One of the winners in the coffee-can group, the Royal Jewel can, was singled out as a striking example of the clarity with which grind, brand name and product could be presented.

The panel of judges—consisting of Katherine Fisher, director of Good Housekeeping Institute; Dr. Laurence V. Burton, executive director of the Packaging Institute, and Benjamin L. Webster, industrial designer—also liked the practice of using different colored labels on coffee and tea packages to distinguish the blend and/or grind.

Tea cartons were given a strong commendation by the judges for their improvement in simplification of design elements to achieve greater shelf impact. This year's competition, incidentally, marked the return of a number of entries in metal containers for tea packages and that classification was added to the other 17 groups. The Richelieu brand of tea was the winner in this group.

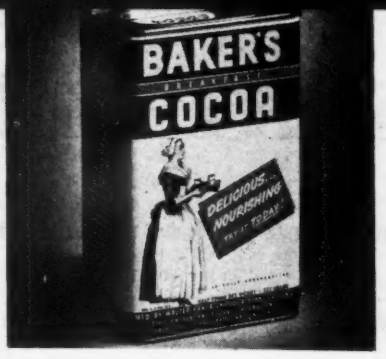
In at least four groups the judges seconded the choice of their 1946 and 1947 predecessors: Boscul Coffee jar (MODERN PACKAGING, Oct., 1946, p. 124), the Durkee spice family (winners in two classifications) and the Jewel Tea carton entries (MODERN PACKAGING, Nov., 1947, p. 141) held the blue ribbons for their respective classification again.

Shipping containers had a number of good entries this year, indicating the merchandising effectiveness of surface design for food products. The winner was the corrugated carton used for Breakfast Club Coffee, which has bigger-than-life reproductions of the can on the carton sides.

Members of the National Coffee Assn. and the Tea Assn. of the U.S.A. had a chance to evaluate the winning packages when they were displayed in September at their annual meetings.

COCOA CAN

Baker's—Chosen for modern adaptation of old, familiar design. Distributor, Walter Baker Chocolate & Cocoa Div., General Foods Corp. Can, closure, filling and sealing machines, American Can Co. Lithography, U. S. Printing & Lithograph Co.

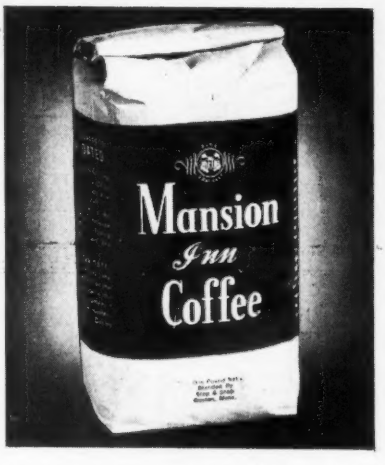


SHIPPING CONTAINER

Breakfast Club Coffee—"Vivid example of how shipping cases can be used to merchandise a product." Distributor, Breakfast Club Coffee, Inc. Carton, Fibreboard Products, Inc.

COFFEE BAG

Mansion Inn—Quality impression of design executed by inexpensive method; "roaster-dating" as an asset to consumer. Colors: brown, buff and white. Distributor, Stop & Shop, Inc., Boston. Bag, Arkell & Smiths. Filler, Pneumatic Scale Corp., Ltd.



COFFEE CAN

Royal Jewel—Picked for excellence of brand, grind and product identity. Colors: brown and tan. Distributor, Jewel Tea Co. Can, American Can Co. Filler, Triangle Package Machinery Co.

BULK TEA BAG

Kershaw's—Cited for "consciously old-fashioned" appearance to emphasize its original 1891 blend. Distributor, Kershaw Tea Co., Fall River, Mass. Bag, Wm. S. Patterson Co. Design, Arthur Herrick.

COFFEE CAN

Savarin—Chosen for simplicity, directness and strength of design. Distributors, S. A. Schronbrunn & Co., Inc. Can, American Can Co. Design, Cyrus Biscardi.

CONDIMENT CONTAINER

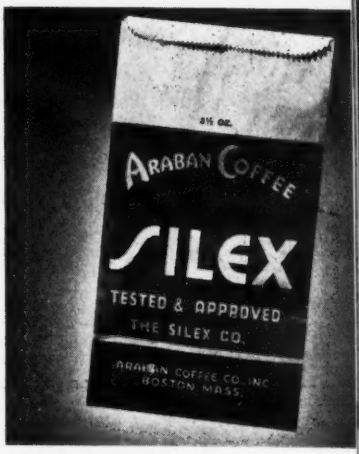
Ben-Hur—Cited for convenience and flexibility of dispenser-closure. Distributor, Ben-Hur Products, Inc. Bottle, Hazel-Atlas Glass Co. Closure, Aluminum Seal Co. Label, Western Label Co.

SPICE CONDIMENT ENSEMBLE

House of Herbs—Knife-box container has "dignity characteristic of entire line." Box, Willard D. Palmer. Design, Patricia Winter. Lithography, Ever Ready Label Corp. Bottles and caps, Owens-Illinois. Jars and caps, Hazel-Atlas. Vinegar filler, MRM Co. Labeler, N. J. Machine Co. Label design, Frank Gianninoto.

COFFEE ENVELOPE

Araban—Cited for importance of good design even for restaurant market; concise information clearly given. Distributor, Araban Coffee Co., Boston. Bag, Benj. C. Betner Co.

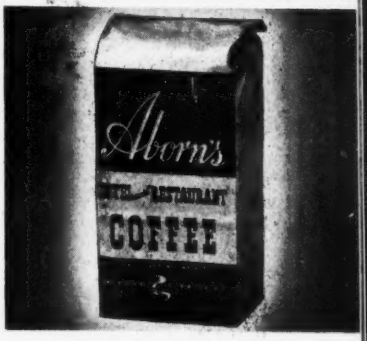


TEA BAG CARTON

Autocrat—Foil lamination and paperboard give quality appearance. Distributor, Brownell & Field. Carton, Reynolds Metals and United Board & Carton. Filler, Stokes & Smith.

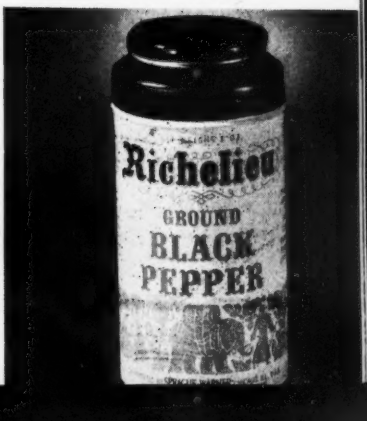
KRAFT COFFEE BAG

Aborn's—Tasteful design makes use of only one color, adds attractiveness for restaurant trade. Distributor, Arnold & Aborn, Inc. Bag, Benj. C. Betner Co.



SPICE CONTAINER

Richelieu—Deftness of family design modification to suit product, i.e., elephant and Oriental women carrying spices. Distributor, Sprague Warner Div., Consolidated Grocers' Corp. Can, J. L. Clark Mfg. Co., Inc. Design, E. Spuehler.



DISPLAY INSTALLATION

Tips that will insure most effective use of display material accompanying a package introduction. By NORMAN F. McKEAN*

Surveys have repeatedly shown the importance of point-of-sale displays to the acceptance of a packaged product. It is a matter of importance to the packager to know how his displays can be effectively installed.

A novice, wondering how to choose the best means of installing point-of-sale displays for a consumer product, is confronted by what appears to be a bewildering number of methods. Actually, there are only five or six possibilities open to him, but he must revise and shape one or more of these to fit his product requirements. There is no set of rules that can be followed to the letter with the assurance that, by doing so, a complete display job will be done. Here is a list of the guideposts along the display route as well as a set of questions which should be properly answered if your program is to click.

Advertiser practices

A questionnaire was sent recently to more than 400 national advertisers. One hundred and fifty replies were received and tabulated. Many respondents were firms with long display experience and large display budgets. Of the various types of products, items sold in drug and grocery stores predominated in the replies. The accompanying tables represent summaries of three of the questionnaires. The figures in Table I show the average of all the replies received, Table II gives the average of all drug replies and Table III shows grocery item averages. It will be noted that the percentage figures total more than 100 per cent for the simple reason that many display users follow several distribution practices.

Of the five methods of distribution, it will be observed that installation by company representatives and request mailings are favored for both interior and window display. It is undoubtedly true that the more supervision a manufacturer can exercise over the place-

* Point of Purchase Advertising Institute, New York.

TABLE I—ALL REPLIES

Method of installation	*Interior display*[1]	*Window display*[2]	*Exterior store display*[3]
By company representative	59%	28%	10%
By a display firm	13%	25%	9%
By jobber representative	21%	8%	5%
Mailed to store on request	42%	32%	7%
Included in shipment	27%	12%	2%
Other	....	....	....

What percentage of your material do you estimate is used? 79.2%

[1] Counter and floor merchandisers, wall and shelf displays, cards, decals streamers, banners.
[2] Large cutouts—full window installations.
[3] Metal signs for doors and under windows.

PHOTO, COURTESY WINDOW ADVERTISING, INC.

INSTALLATION SERVICES offered by manufacturers are usually acceptable by most dealers for use in a window like this one. Professional installation of window displays is the third most important method for all types of products and the second most important for drugstore use.

TABLE II—DRUGSTORE PRODUCTS

Method of installation	*Interior display*[1]	*Window display*[2]	*Exterior store display*[3]
By company representative	60%	21%	....
By a display firm	12%	36%	7%
By jobber representative	7%	5%	....
Mailed to store on request	57%	52%	10%
Included in shipment	55%	21%	2%
Other	....	....	....

What percentage of your material do you estimate is used? 79.6%

[1] Counter and floor merchandisers, wall and shelf displays, cards, decals, streamers, banners.
[2] Large cutouts—full window installations.
[3] Metal signs for doors and under windows.

ment of his displays, the greater number he can install effectively and the more certain he will be of the life of the display. To the question "How can percentage of display use be increased?" the reply "More and closer supervision" was the one recommended most often. Other suggestions included:

1. Use installation firm.
2. Educate salesmen and dealers to the value of display.
3. Eliminate mass mailings.
4. Pre-test to determine salesmen and dealer acceptance.

Educating salesmen and dealers could be the subject of an entire chapter, as so many possibilities exist. In passing, however, let us mention the incentive plans: bonuses, gifts, prizes; informative literature: house organs, broadsides, etc.; and the periodic salesman and dealer meetings conducted by the manufacturer. It's a necessary and continuing effort and can pay off handsomely to all concerned in increased sales and product recognition.

Dealer preferences and practices

Space does not permit a detailed analysis of many types of stores, so we will confine this section to the drug and grocery stores where recent surveys give us a first-hand picture of the dealers' preferences and display practices.

Grocery stores—A recent survey of independent grocers included replies by self-service, semiself-service and counter-service stores. The following figures are averages of all replies.

TABLE III—GROCERY STORE PRODUCTS

Method of installation	*Interior display*[1]	*Window display*[2]	*Exterior store display*[3]
By company representative	97%	45%	24%
By a display firm	16%	34%	21%
By jobber representative	34%	13%	18%
Mailed to store on request	21%	16%	3%
Included in shipment	5%	5%	3%
Other	....	....	....

What percentage of your material do you estimate is used? 85%

[1] Counter and floor merchandisers, wall and shelf displays, cards, decals, streamers, banners.
[2] Large cutouts—full window installations.
[3] Metal signs for doors and under windows.

PHOTO, COURTESY FORBES LITHOGRAPH MFG. CO.

LIFE-SIZED CUTOUTS like this find ready use in most retail outlets; have longer life than the usual displays because they are easily moved.

Question: In the future will your store use more, less, same amount of display material?

Answer: More—65%; less—2%; same amount—33%.

Question: Should display material have space for store price?

Answer: Yes—94%; no—6%.

Table IV indicates at a glance the preference of all stores for twenty major display pieces on the basis of "will use regularly."

There are now in existence several firms engaged in a special type of grocery store display. Contracting for wall space, with chains or large independents, these firms install wood or metal frames of various sizes into which is placed the advertising. For these panels dealers are paid from 20 to 50 per cent of the rental price

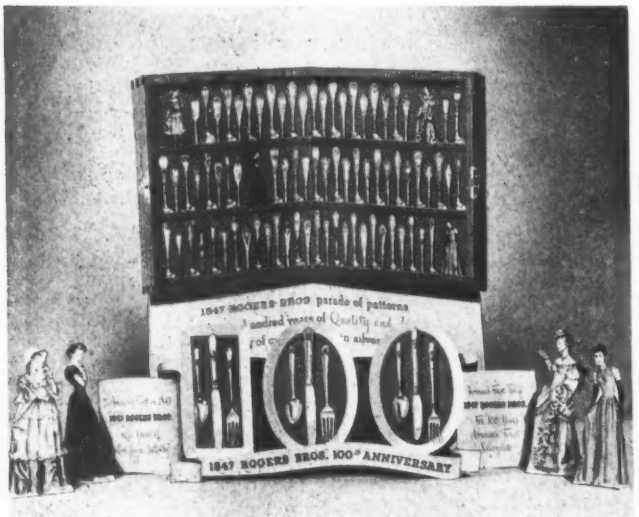
to the advertiser. The display firm negotiates store contracts, sells the space, installs the panels and services them. Agency discounts are given. Grocers, of course, are delighted at this extra income from what had been considered waste space, but some will probably make it more difficult in the future for a salesman to secure free space.

Drugstores—A questionnaire recently sent to independent drugstores drew 218 replies. Table V is a reproduction of the questionnaire and the figures shown are tabulations of the replies which were received from independent druggists.

TABLE IV—ORDER OF PREFERENCE FOR DISPLAY MATERIALS—INDEPENDENT GROCERY STORES

	Will use regularly	*Will use occasionally*	*Will not use*
Wall posters for produce department	49%	24%	27%
Strips for gondola and shelf molding	40%	27%	33%
Cardboard floor dispensers	39%	44%	17%
Window banners	38%	41%	21%
Over-wire banners	38%	32%	30%
Easel-back cards for end and floor display	35%	41%	24%
Tuck-in cards for end and floor display	35%	38%	27%
Recipe and contest pads and envelopes	34%	43%	23%
Wall posters (general)	34%	35%	31%
Window cut-outs	28%	39%	33%
Magazine ad reprints	23%	57%	20%
Light cord displays	23%	24%	53%
Small vending cartons	22%	47%	31%
Floor cut-outs	21%	42%	37%
Easel-back cards for meat case top	21%	42%	37%
Window and door decals	18%	31%	51%
Stickers for meat case	18%	30%	52%
Easel-back cards for grocery counter	15%	33%	52%
Lapel cards and buttons	14%	27%	59%
Easel-back cards for check-out	11%	31%	58%

DEALER COOPERATION can be depended on in using interesting display material to aid the centennial celebration of a firm like Rogers Bros.



PHOTO, COURTESY CONSOLIDATED LITHOGRAPHING CORP.

Reminders for display buyers

Proper use of display depends upon many interrelated factors. These relationships vary from product to product and each advertiser has learned through experience the best methods to use for his particular problems. This is now a greater need than it has been for several years with competition keener each month and new products clamoring for a share in the spotlight. Before and after your displays are ready for distribution, it might be wise to ask yourself the eight questions below:

1. Has the display been called to the attention of your distributors?
2. How is your piece sent to various territories?
   a) On order of your distributor?
   b) By order of your sales representative?
   c) By allocation?
3. Who places your displays in the territory?
   a) Your own sales representative?
   b) Distributing organization?
   c) Distributor drivers?
   d) Distributor salesmen?
4. Do you follow up change of display and have your distributor do the same?
5. Do you check all local regulations on the use of point-of-sale advertising?
6. Do you do anything toward educating the distributor on point of sale?
7. Do your own sales representatives know what lies back of your point-of-sale pieces?
8. Do you check on the use of your displays?

Each of these questions presents a problem in itself and leads, in turn, to additional questions.

Using the above, however, as a check list, should enable most users of point-of-sale material to avoid many of the pitfalls which lead to waste.

TABLE V—INDEPENDENT DRUGSTORE SURVEY

1. Small items (aspirin, inhalers, novelties, etc.), are often shipped in display cartons. Do you use such displays?
   Regularly: 44%. Occasionally: 53%. Not at all: 3%.
2. Do you prefer to have a manufacturer install your window displays?
   Yes: 60%. No: 40%.
3. What size counter display do you prefer? (Give approximate dimensions.)
   11 in. wide, $12^{3}/_{4}$ in. high, $8^{1}/_{2}$ in. deep.
4. Are displays easy to put together?
   All: 20%. Most: 69%. Few: 11%.
5. How much do you use of all display material you receive?
   100%: 20%. 75%: 59%. 50%: 15%. 25%: 6%.
6. Some firms ask you to share the cost of permanent floor or counter display cabinets. How much of this amount should you be asked to pay?
   100%: 1%. 75%: 3%. 50%: 21%. 25%: 38%. None: 37%.
7. In the near future, our store will use 41% more, 6% less, 53% same amount of display material.

LOOK's KIT

Magazine's unusual promotion stunt, offering home hobbyists kits of modular furniture, is clever packaging job

Recognizing that many homemakers want a simple, inexpensive solution to new furniture needs—and also that they like to tinker—*Look* magazine is sponsoring a specially developed hobby kit now on sale in many leading retail stores throughout the nation. With this kit, which retails at $6.95, even the rankest amateur carpenter can turn out a basic wooden cabinet of modern design, useful in library, kitchen, dressing room, bedroom or office.

The *Look* hobby kit is so designed that the assembled units may be adapted to a number of different uses in the home. If desired, several units may be stacked from floor to ceiling for book shelving. In the bedroom, a unit functions efficiently as an attractive bedside table, used either individually or in pairs. Two hobby-kit units topped with glass form a handsome dressing table. Stands, shelves and even several types of desks are readily created from the basic hobby-kit units.

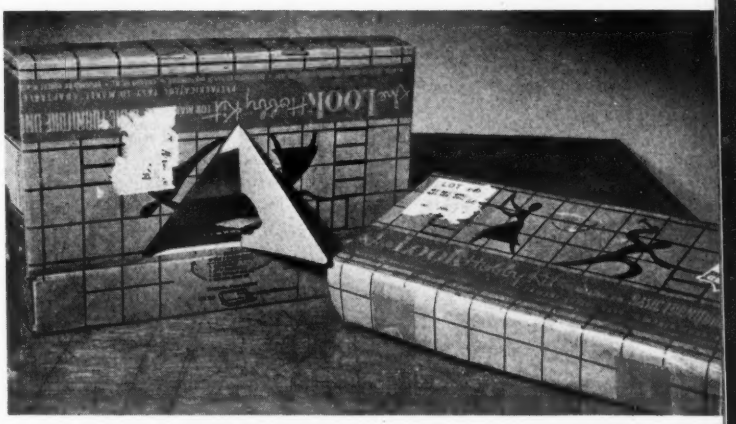
Efficient packaging was required to get the pre-cut lumber, nails, sandpaper and plastic wood comprising each kit conveniently into the hands of the ultimate user. For merchandising purposes, it was also important that the package have maximum display value and that it be so constructed that it could be readily propped open to reveal the contents of the kit and accompanying assembly instructions.

The container selected for the *Look* hobby kit is a one-piece, self-locking, die-cut display carton. Made of 16/9/16 Fourdrinier corrugated kraft, it meets the ICC specifications with a 200 Mullen test. Printed in red and black, the carton employs an encircling red band to draw attention to the kit. On the face of the box, module lines are used to carry out the feeling of the module unit of furniture to be built from the pieces in the box.

Cover of the box is die cut so that when opened it will stand up as an easel, displaying instructions and pictures. The package also contains a separate blueprint to which the assembler may refer in putting the furniture unit together. The printed cover of the box immediately identifies it as the *Look* hobby kit and ties it in with the extensive promotional program that *Look* has developed around this project. The kit is being sold through hardware and housewares stores, as well as department stores.

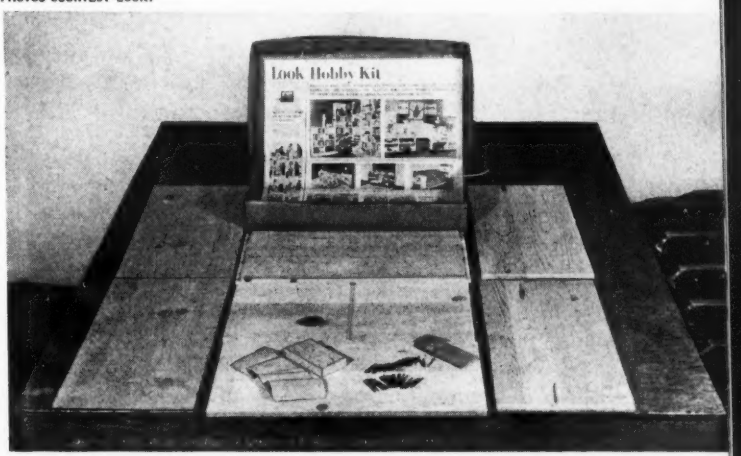
From the standpoint of the retailer, the great virtue of the pre-packaged kit is that it can be conveniently stocked. No large amount of space is required, as in the case of unpainted assembled furniture. Since bases are not always needed for the *Look* furniture units, they are available separately in a supplementary kit.

CREDITS: *Carton and kit design, Robert McKean, New York. Cartons, Container Corp. of America, California Container Corp. Division, Seattle, Wash.*



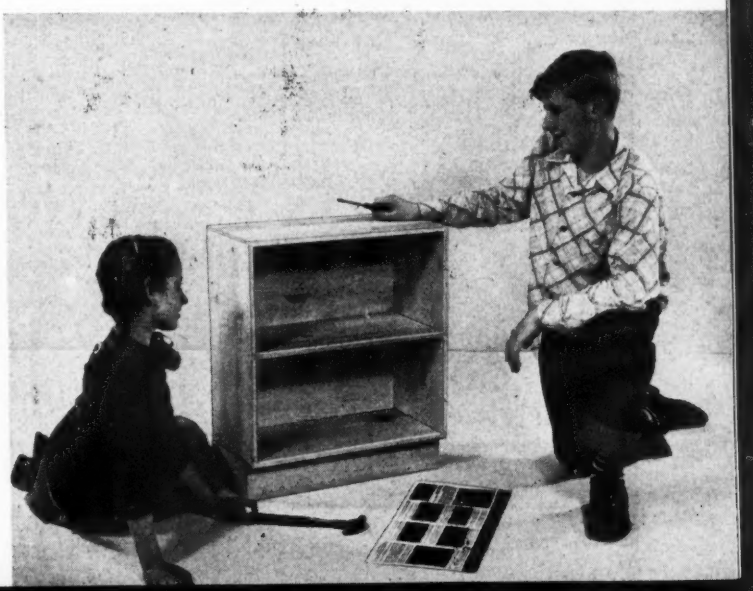
PACKAGE is its own corrugated shipper and has an easel scored in lid for display purposes.

PHOTOS COURTESY LOOK.



BOX OPEN for display, showing contents and instruction sheet which is spot-glued to the lid.

END RESULT is a versatile piece of furniture which any amateur carpenter can put together.

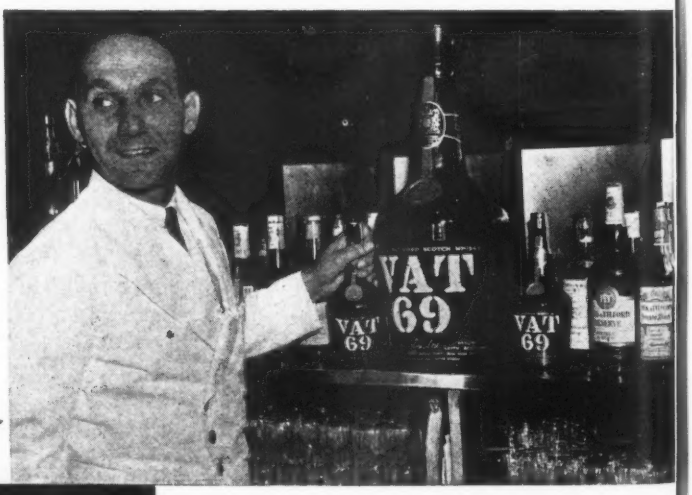


Bauer & Black's counter display for its "Cotton Picker" container effectively stages the product and at the same time protects its cleanliness while on display. The Cotton Picker is placed in the center of this lithographed counter unit and encased in transparent cellulose acetate. Space is provided on the lower level for presenting additional packages to encourage impulse buying. Display, Zipprodt, Inc., Chicago. Acetate, Monsanto Chemical Co's, Fibestos.

Procter & Gamble's Shasta shampoo package and display carton are the result of research to develop a completely coordinated package relating glass jar, label and display. A lustrous look is given the jar cover by the use of transparent blue inks over metal. The display is printed in dark blue and pink on silver. Design, Donald Deskey Associates, New York. Display carton, Richardson Taylor-Globe Corp., Cincinnati.

DISPLAY GALLERY

Outdoor advertising is brought to the point of sale by Pabst Blue Ribbon beer through framed reproductions in reduced size of the Pabst 24-sheet billboard posters. Frame, modern in design, is of solid wood, finished in blue and gold lacquer, with the Pabst Blue Ribbon seal in relief. It measures 19 by 34½ in. and holds inserts 14½ by 30¾ in. The inserts, which tie in with the company's year-around poster campaign, are changed monthly to coordinate interior and exterior advertising. Display, Kay, Inc., New York.

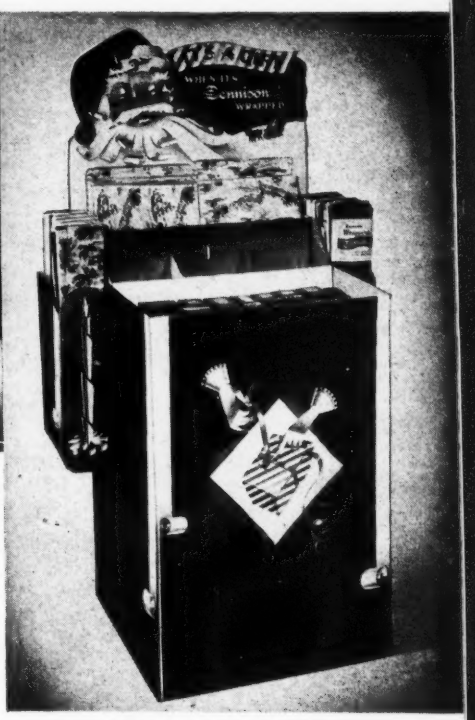


Vat 69 is one of the first Scotch whiskys since the war to re-introduce the giant-sized bottle as a back-bar display. Taking advantage of the recognition value of its distinctively designed bottle, this display is an all-glass replica of the Vat 69 fifth bottle, complete with decalcomania label and closure. The huge bottle is equally effective for bars and liquor stores. Bottle, Berry Pink Industries, Inc., New York. Decal, Palm Bros. Decalcomania Co., New York. Closure, Du Pont Cel-O-Seal.

This paperboard floor display stand gives retailers a complete yet compact gift-wrapping counter for use during the Yuletide season in displaying Dennison Mfg. Co.'s Christmas gift-wrapping materials. Topped by a die-cut back piece picturing Santa Claus in full color, the display has ample bin space for storing seals, etc.; pockets at the sides hold wrapping paper. Display, River Raisin Paper Co., Display Div., Monroe, Mich.

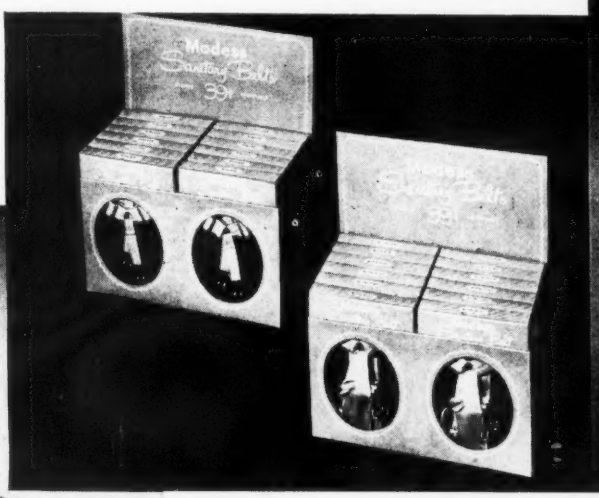
Ease of shipping and handling feature this polystyrene counter unit for visible display of Upjohn's drugs. The display is molded in two pieces, base and cover. Bottles fit into recesses and are held in place by a special bar molded as part of the cover. Disp'ay molded by W-L Molding Co., Kalamazoo, Mich., of Monsanto's Lustron.

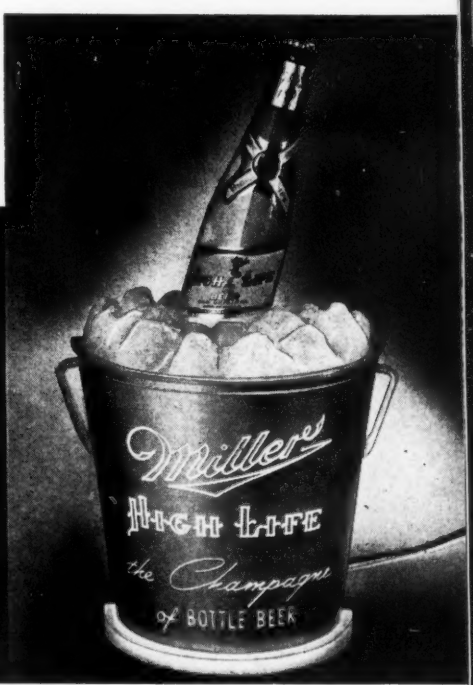
Retail drug stores report an increase in impulse sales of Neocurtasal, a salt substitute for salt-free diets, marketed by Winthrop-Stearns, Inc., with the use of this paperboard display carton. Display, E. J. Trum, Inc., Brooklyn.



To introduce its new Flex-O-Lace elastic shoe laces that can be put on and taken off without unlacing, Cecil Corp. adopted a two-color printed and varnished paperboard display carton holding 24 individual cartons. Individual package is in two units—a die-cut card shaped like a shoe to hold the laces and to show how they can be threaded, and individual die-cut carton to reveal the laces. Carton, Richardson Taylor-Globe Corp., Cincinnati.

Personal Products Corp.'s new packaging for Modess sanitary belts includes a folding display carton which takes advantage of the newly designed individual cartons hich are visible through die-cut openings in the front panel. Product, attached to a black card, is viewed through cellophane-covered die-cut opening. Design, Commercial Illustrators' Studio, New York. Cartons, Lord Baltimore Press, Baltimore.





Formed acrylic sheeting in the ice bucket, combined with a formed cellulose acetate half-bottle, result in this appealing point-of-sale display for Miller High Life beer. The half bucket is finished on reverse side to simulate metal. Etched letters allow light to show through. Bucket, Central Stamp & Seal, Inc., Milwaukee. Bottle replica made by L. A. Goodman Mfg. Co., Chicago, of Tennessee Eastman acetate. Acrylic, Rohm & Haas Plexiglas and Du Pont Lucite.

Accordion tube

The ingenious French come up with the idea of a tube that stands upright and collapses into neat accordion pleats

V-SHAPED PLEATS in body of cylinder assure attractive appearance until tube is completely emptied of contents. Tube will stand upright. Dispensing is accomplished by standing tube upright and pressing down lightly on shoulder.

Users of collapsible tubes looking for new ideas may be interested in a tube of accordion construction which will stand upright on its base. It is said to eliminate the unsightly appearance of the conventional tube when partly squeezed and to assure extraction of all contents.

This development, reported in the May–June issue of *Emballages*, French packaging magazine, is called "Le Tube Plissé" or, translated literally, "The Pleated Tube."

The principle of the construction is a series of V-shaped creases or folds in the body of the tube which permit it to be collapsed like an accordion. Contents may be dispensed either by standing the tube on its base and pushing down on the shoulder, as shown in the illustration, or by holding the tube and pushing up from the bottom. Excess may be forced back into the tube by suction when the tube is re-extended, so that the package is always neat and clean in appearance, it is claimed.

The accordion tube is recommended for all types of paste products, such as beauty creams, shave creams, dentifrices, pomades, petroleum jelly, mayonnaise, inks, artists' colors, condiments, etc. It should be of interest to the cosmetic trade, where attractive appearance is essential and novelty can be an important selling feature.

The tube was patented in France, the United States and Canada just before the war and was adopted by a French cosmetic house.

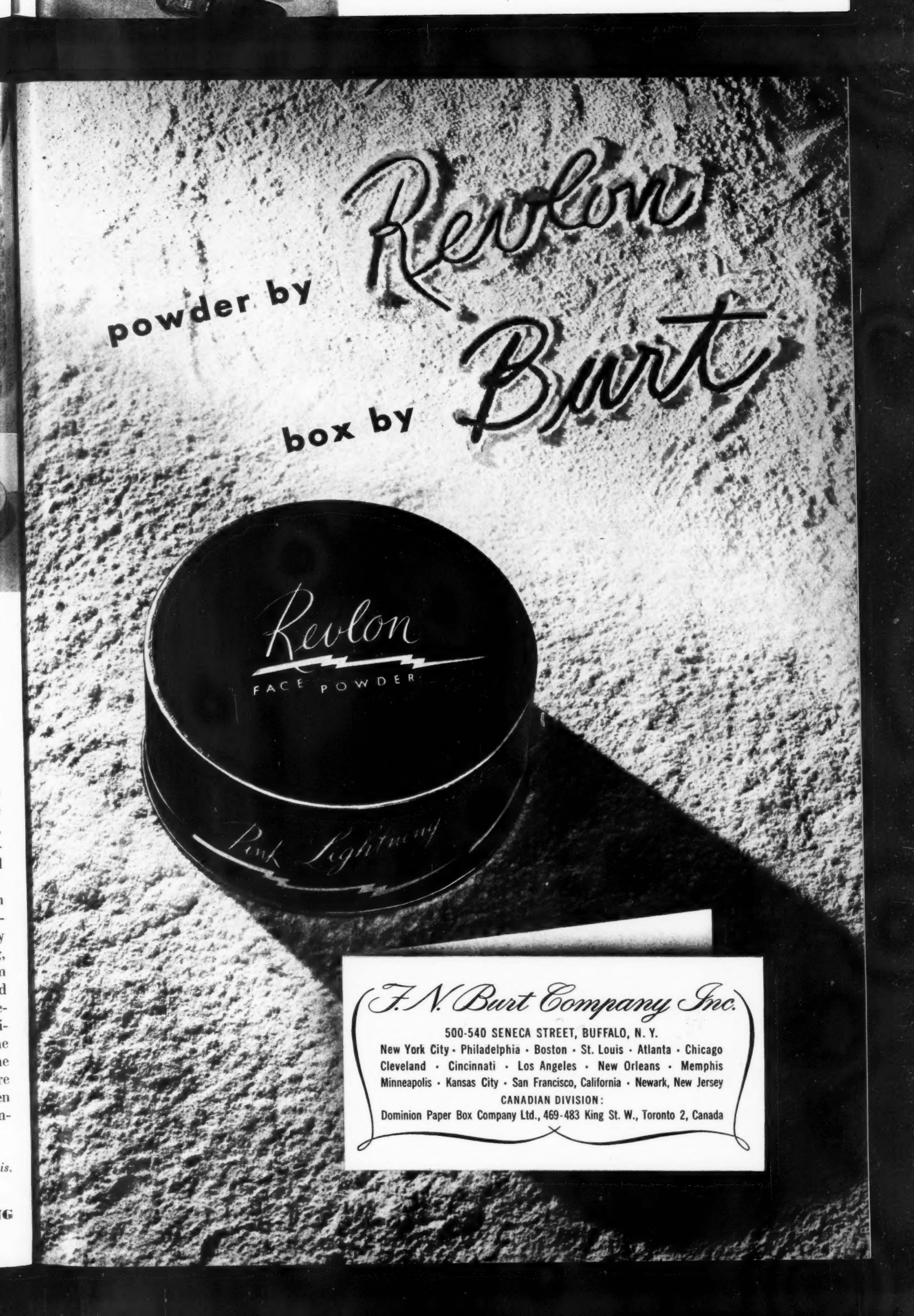
Manufacture of the accordion tube was discontinued during the war, but is now being resumed in France under exclusive license by the inventor. The tube may be made of tin or tin coat and can be enameled or varnished.

The tube may be filled on all types of standard filling equipment, both semi-automatic and automatic. It is filled from the bottom, the base being secured after filling, similarly to a metal can, either beaded on or bent over the bottom flange. A patented device is available for securing the base, but is not necessary if the user has other equipment which will serve to perform this operation.

If desired, the tube may be equipped with an outer shell of plastic or other material to provide a flat surface for labeling. Such a shell also adds a luxury appearance to the tube and permits dispensing by pushing up the bottom. A U-shaped opening in the side of the shell, extending from the bottom almost to the top, allows access to the tube until it is completely collapsed and empty. The tube is screwed into the shell at the neck.

Due to the pleating, the capacity of the accordion tube is reduced about 25% in comparison with a conventional tube of the same dimension. The ordinary tube of 30 millimeters diameter, 150 millimeters long, will hold approximately 88 grams of paste of medium density. A pleated tube of the same dimension will hold only 66 grams. A pleated tube of 30 millimeters diameter to hold 88 grams would thus have to be 200 millimeters in length. The *Emballages* article states that the price of the tube, however, is not increased in the same proportion, because prices of tubes increase more rapidly when greater diameter is required than when increased capacity is obtained by elongating the cylinder.

CREDIT: *Accordion tube developed and patented by Charles Davis, Paris, France.*


powder by Revlon
box by Burt
Revlon
FACE POWDER
Pink Lightning
F. N. Burt Company Inc.
500-540 SENECA STREET, BUFFALO, N. Y.
New York City · Philadelphia · Boston · St. Louis · Atlanta · Chicago
Cleveland · Cincinnati · Los Angeles · New Orleans · Memphis
Minneapolis · Kansas City · San Francisco, California · Newark, New Jersey
CANADIAN DIVISION:
Dominion Paper Box Company Ltd., 469-483 King St. W., Toronto 2, Canada

Make it say "STOP... LOOK... and BUY"

Competition in the package goods field is becoming keener every day... New products are entering the market... Old products are appearing in improved, sales-winning packages. That means *your* package must do a *real selling job.*

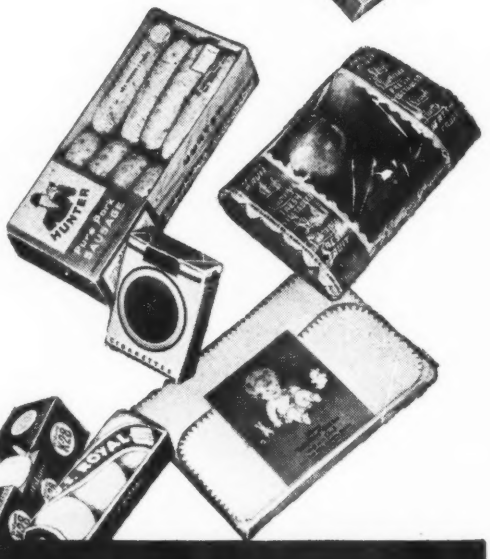
Wide scope for Package Improvement

Machine wrapping offers you the widest scope in package improvement. There are, today, so many attractive and product-protecting materials available. And they all lend themselves to beautiful color printing.

Our machines are adaptable to virtually all wrapping materials and are suited to the requirements of a great variety of products. This, plus their modern cost-saving features, has made them the most widely used wrapping machines in the package goods field.

Why not check with us to see if your present package can be improved or your costs reduced? Consult our nearest office.

Write for our leaflet "Packages that Sell"



PACKAGE MACHINERY COMPANY

SPRINGFIELD 7, MASSACHUSETTS

NEW YORK · CHICAGO · CLEVELAND · ATLANTA · DENVER · LOS ANGELES · SAN FRANCISCO · SEATTLE · TORONTO

MAKERS OF THE MOST WIDELY USED WRAPPING MACHINES

Can sealing compounds

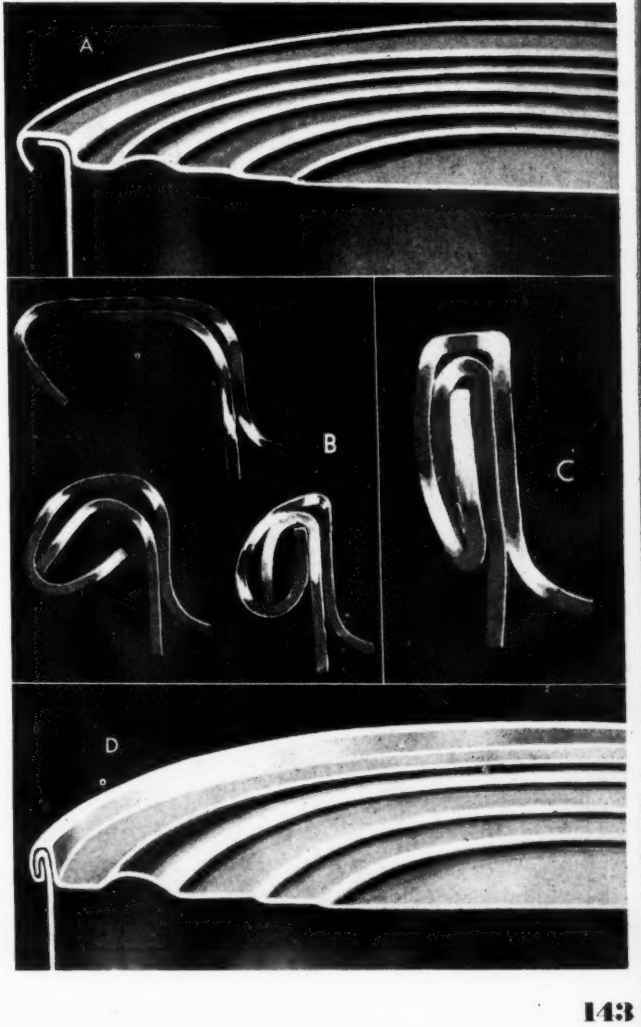
Exhaustive test and development work lie behind the synthetic rubbers, which today give a new high performance level to metal cans. By E. N. FUNKHOUSER*

When you buy a can of beans, furniture polish, motor oil or any of a thousand other things, you may never find the sealing compound that keeps the can from leaking. In fact, you may not even know where to look for it, because it is wrapped up in a tight fold of metal along the edges of the top and bottom ends. This fold is known as the "double seam," so called because it is formed by spinning together and interlocking the edge of the flat can end with the outwardly bent edge of the tubular can body.

These operations, at terrific speeds—up to 400 per minute—are closely controlled to "roll" uniform seams. The seamer rolls are grooved and hardened to apply pressures up to 20,000 lbs. per sq. in. during the metal folding process. Variations in metal thicknesses, normal wear and tear on seamers and corrosion on seamers and seamer rolls by cannery liquids sometimes result in small deformities that might cause the metal seam to leak unless otherwise protected. For instance, at the lap—the side seam joint of the can—there are added thicknesses of metal to be squeezed and flattened with a resulting unevenness that might cause a leak. When cans are filled with materials such as solvents and greases which have great penetrating strengths, the seams—no matter how tightly rolled—will eventually leak and seep unless they have been filled with a sealing material. Food cans are most often filled hot and then placed in steam retorts for processing at high temperatures. For rapid handling they are cooled quickly with water that cannot be kept completely bacteria free, even with treatment. In a filling plant, cans are

* Dewey & Almy Chemical Co., Cambridge, Mass.

PHOTO COURTESY AMERICAN CAN CO.



DOUBLE SEAMING of can ends is shown by this sequence of cross-section photos. *A* shows relation of can to cover before sealing operation is started. Inside the "curl" of the cover is the rubber sealing compound. *B* illustrates the sealing operation, in which the curl and the flange are first formed into position and the layers of metal then rolled together to form the final double seam as shown in *C*. Cross-section of the final closed sanitary can is illustrated in *D*.

normally handled by automatic conveyors which bring them against one another and against heavy objects which "dent" the bodies and seams. The expansions and contractions resulting from heat and pressure, plus rough handling and abuse, may cause the seams to flex or move minute fractions of an inch. It is imperative, therefore, that some medium be present inside the seam to "cushion" these bumps and prevent leakage, not only of liquids, but of air itself.

Sealing compounds, especially designed for individual cans and products, do just this. They must adhere tenaciously to the can end and to the several metal folds wrapped around them. In the presence of live steam, acids, alkalis, oils, greases, etc., this presents an unusual problem. Can ends and bodies are often coated inside with special lacquers so that it is often necessary for a single compound to adhere uniformly to two entirely different chemical and physical surfaces. For foods, such factors as taste, odor, color and edibility are significant. Many times the can maker cannot know which products will be packed in his cans, so he looks for wide versatility of compounds. Cans must have a long shelf life and so must compounds. The latter must be nearly chemically inert for the general uses intended; they must not harden or soften excessively before or after the end is seamed on the can. Compounds must be resilient enough to adjust themselves to variations in seam tightness. They must flow enough to seal every minute crevice in the seam at both low and high temperatures. At the same time, they must not squeeze out under the tremendous pressures or loosen and roll up ahead of the seamer rolls.

Once one has all these desirable properties in a compound, it is necessary to readjust it for high-speed application. Generally, the compounds are applied as liquids through a nozzle to the can ends on fast moving machines—or they may sometimes be lined on rectangular or irregular ends by printing or die lining.

Care must be exercised that just the right amount of compound is applied. Too little may result in a leak; too much may squeeze out badly during seaming. Since compounds are often made and shipped in all climates, many months before use, they must be stable and uniform for long periods. During the application, there must be no stringing or webbing and the surfaces must be wet quickly and completely for uniform coverage.

When lined, the ends must be dried to remove the liquid medium quickly and completely, lest it promote rusting or undue softening. Different sizes of can ends, wide variations in application speeds and machine design, all require further consideration when a compound is being developed.

Background of development

The advent of "canned" food and the early successes in food preservation in metal containers were enhanced by the development of a soldered can. However, the need for an "open-top" can which could be filled quickly and easily with whole fruits in the cannery led to the development of the double-seamed can in the '90s. The first sealing compounds were benzol solutions of crude rubber, applied by hand with brushes. These were laborious efforts, rewarded by only partial success until machines were developed to apply the thin rubber solutions, and concurrently machines were developed to fold the can ends into seams. The American Can Co. was one of the first to foresee the need for applied research and in 1906 established its now famous research laboratory. The success of the improved applying and closing machines greatly spurred the development of gasket materials with every contrivance then known, including not a few paper gaskets variously impregnated.

By 1920, no less than 20 can companies were actively interested in the development of suitable sealing compounds for the rapidly growing "sanitary" can business. Individual successes were supplemented by cooperative research, in part with the newly formed Dewey & Almy Chemical Co., whose initial contribution was an improvement of the old benzol-rubber combination, but this time with greatly increased solid content and materially better application control. The company followed this in 1922 with the development of stable rubber latex compound with still higher solid content, including much needed improvement in viscosity stability and far better aging characteristics. Dewey & Almy's subsequent adaptation of the artificial rubber dispersion, followed by the introduction of synthetic rubber and an infinite variety of improved characteristics for application and use, have resulted today in a complete new industry devoting over a million dollars each year to can-sealing-compound research and improvement.

How they are developed

As with many other products whose use is directly a function of many other conditions, the evaluation of a new or improved sealing compound is the most difficult and exacting part of the development. At Dewey & Almy the following functions are closely coordinated: raw-material research, compound manufacture, compound application, can testing and field approval.

Raw materials are assembled from every known source and examined alone and in combination for specific properties. Long, detailed studies of film-forming materials, inert fillers, resins, softeners, thickening agents, etc., must be coordinated and compared to accumulate the background necessary for economical and speedy effort. It is not unusual to spend several years on testing or even synthesizing some singular ingredient used in minute quantities to assure that it is the best available. The research chemist often finds more new and promising raw materials available at the conclusion of his specific study than were available when he began. Thus it is necessary to carry on continuing research and multiple effort to make constant improvements.

Compound manufacture brings still another major item to consider: equipment. Though by use they are closely related, sealing compounds have had an inevitable evolution from a manufacturing viewpoint alone. Greater demand for quantity, quality and lower cost

has prompted outstanding developments in chemicals-handling equipment. Each such change, along with material changes, has meant a new study of techniques for combining the ingredients on old or new machinery. In many cases necessity has fostered the invention of entirely new manufacturing equipment.

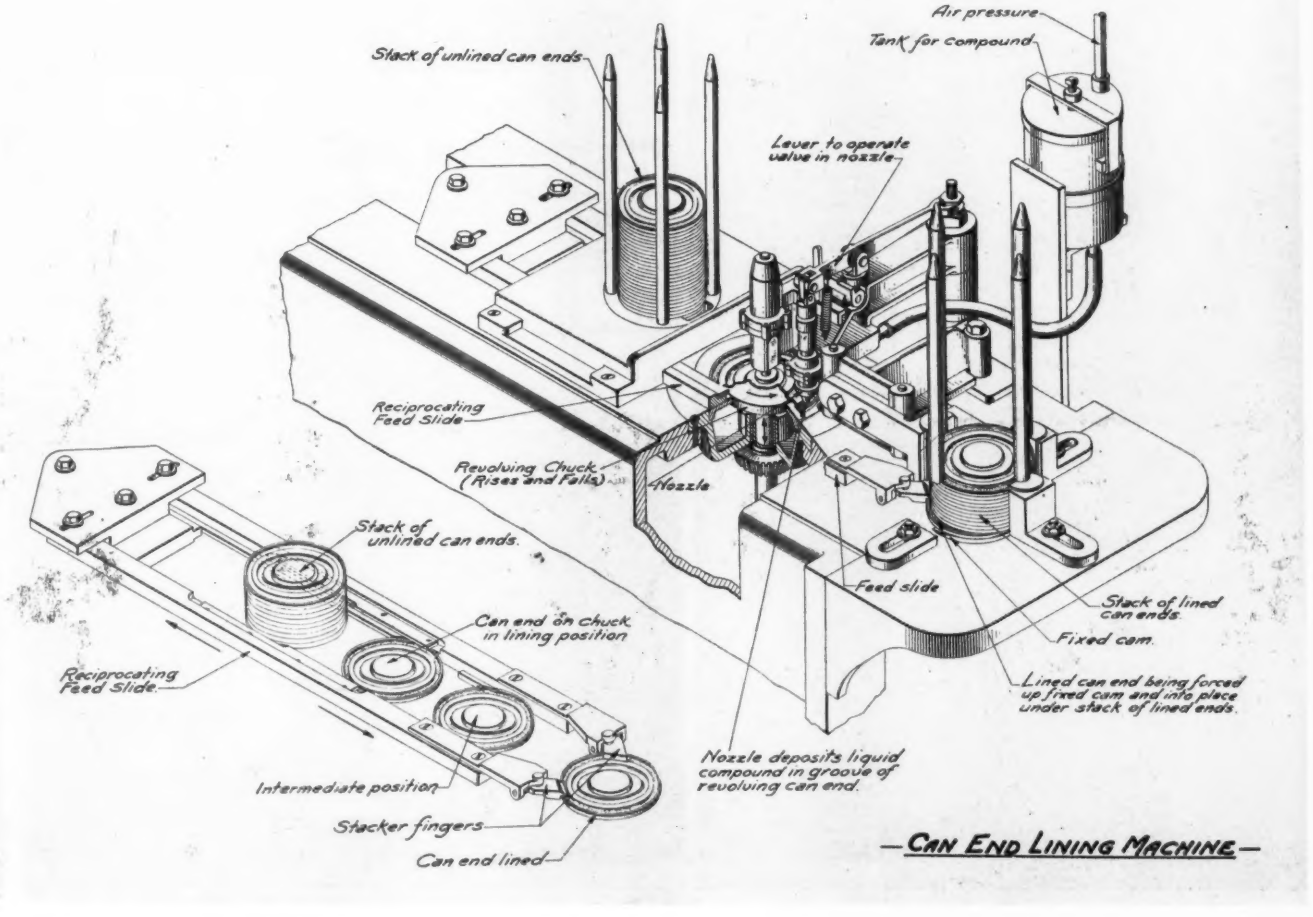
Typically, a new compound begins in the chemist's mind and thence through much study to a series of experimental formulations. These in turn are made in the laboratory and evaluated by a series of tests to determine whether they can be manufactured. Thereafter, those judged suitable are tried on miniature factory equipment to get the first samples for actual performance tests. Using the same type of equipment for making one gallon as would be used for 1,000 gallons is obviously a time-saver and further surety that if performance data show merit there is a good likelihood the process could be repeated on a larger scale. Where such is the case, a formula is next tried on small batch-sized equipment of from five- to 50-gallon capacity and retested and approved before going to full factory size.

Compound application is the usual next step beyond the laboratory-sample stage. It consists principally in grading the merits of flow, uniformity and drying performance on all the various types of equipment used in can factories. The lining experts determine whether the samples can be applied as requested and, if not, just what limitations are imposed. Stability over wide temperature ranges and on long periods of storage, film-weight control and machine performance are but a few of the important clues funneled back to the research chemist, who generally is anxious to get a critical, factual report. Because there is no substitute for complete familiarity, the chemist ordinarily will have spent many hours in can factories studying the particular applications in detail.

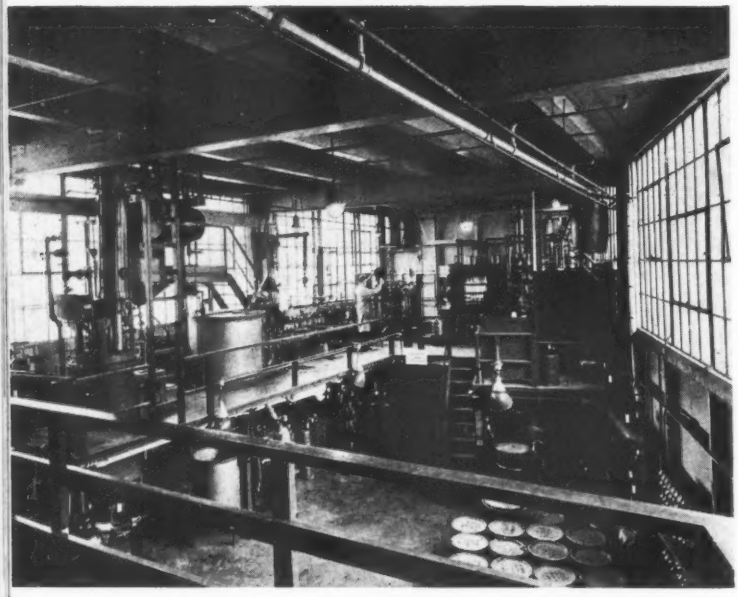
Can testing is the crux of the whole compound-research program, for there is no real substitute for actual performance of a compound in the can itself. Dewey & Almy have a complete canning line in their laboratory, testing more than 10,000 cans every week. A compound approved to this point is lined on thousands of can ends with perhaps four variations of film weight and placement. Using a known standard for control, the ends are staggered by incidence, at random or in sequence, to be seamed on one or more of six commercial sealing machines, using predetermined seam dimensions. The cans may then be handled as variously as they would be in a cannery on the same or similar equipment.

The "bio" is one of the most significant of the many

OPERATION of a typical can end-lining machine is illustrated below by patent sketch. Unlined can ends are fed one at a time from the stack at left. As they go through the machine, the compound is fed by air pressure from tank at upper right.


Air pressure
Tank for compound
Stack of unlined can ends
Lever to operate valve in nozzle
Reciprocating Feed Slide
Revolving Chuck (Rises and Falls)
Nozzle
Stack of unlined can ends.
Feed slide
Stack of lined can ends
Fixed cam
Can end on chuck in lining position
Reciprocating Feed Slide
Lined can end being forced up fixed cam and into place under stack of lined ends.
Nozzle deposits liquid compound in groove of revolving can end.
Intermediate position
Stacker fingers
Can end lined

—CAN END LINING MACHINE—

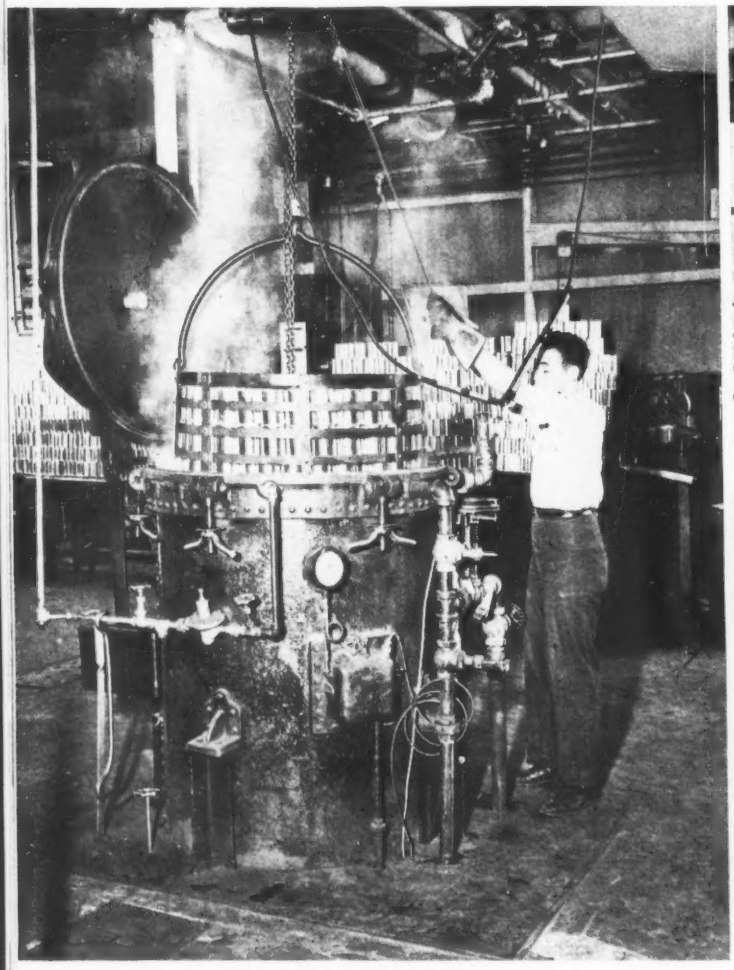


CANNING PLANT on miniature scale is operated in Dewey & Almy laboratories for continuous testing of can-sealing compounds under actual field conditions. This line tests more than 10,000 cans a week.

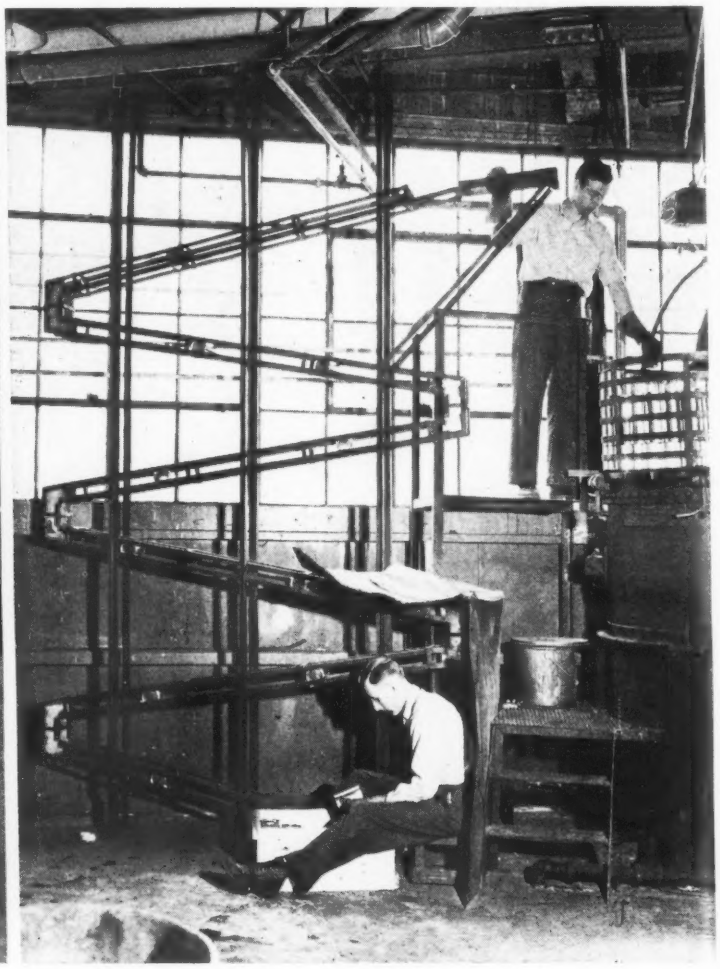
types of can tests. Here the cans are filled with hot water, seed peas and sugar—a combination which readily supports bacterial growth. After seaming and processing in a steam retort at high temperatures to be sure that the inside of the can is sterile, the cans are cooled in water containing a pure strain of bacteria in high concentration, well in excess of any anticipated contamination likely to be found in commercial use. Immediately after cooling, the cans are subjected to abuse ranging from random falls to closely controlled blows of varying degrees at specific points on each can. These cans are then stored in constant-temperature rooms to observe bacterial growth from leaks (swells) and vacuum loss.

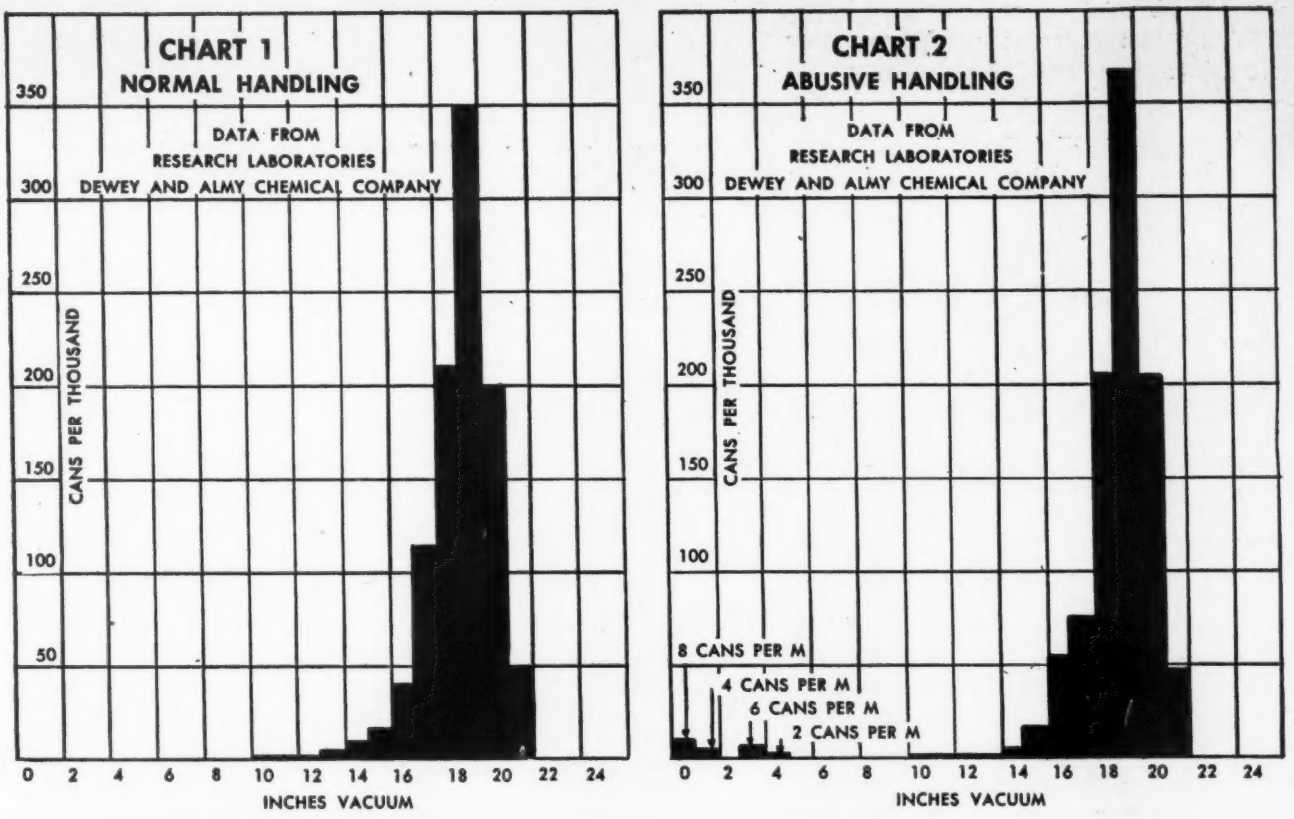
Literally thousands of tests such as these are run constantly to evaluate performance over as wide a variety of conditions as may eventually be met in actual service. Usually no less than 500 cans will be run under one test condition to provide ample statistical control of errors. As many as 15 test conditions are necessary in order to give a preliminary indication of the ability of a new compound to stand up under all probable variations during

BIOLOGICAL TEST involves processing in this steam retort cans filled with a food mixture highly susceptible to bacterial attack, then cooling cans in water containing high bacteria concentration.



ABUSE-CHUTE test follows exposure of test cans to bacterial environment. This chute is carefully contrived to duplicate bumps and drops cans would encounter in normal cannery conveying and packing. Cans are then stored for observation.





"PUNCTURED VACUUM" charts showing the loss of vacuum in cans subjected to normal handling and to abusive handling. Note in Chart 2 that only 20 cans per thousand of those tested have leaked.

seaming, processing and handling before more exhaustive tests. Data are accumulated and evaluated not only by those familiar with the test conditions, but also by independent university statisticians whose single aim is to verify statistical conclusions alone.

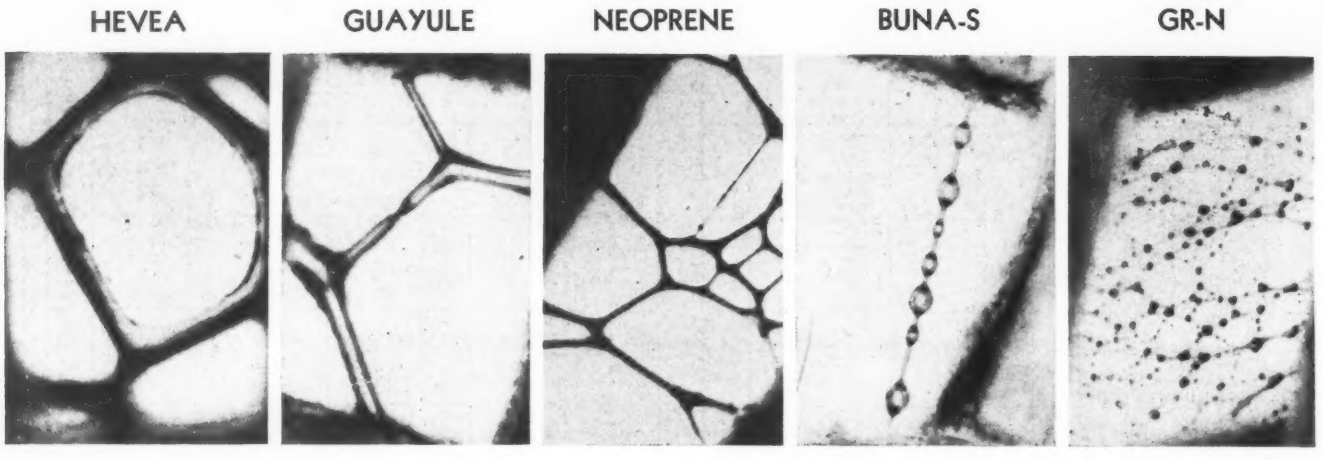
All these tests take time—time of infinite value to the research chemist who may be delaying a program awaiting test data. By combining accuracy and speed, it is often possible to make a complete run from experimental application through can-test evaluation in one week. Accentuating certain conditions makes it possible for a few quick tests to show what may happen over many months under field conditions. Elaborate hot- and cold-storage rooms big enough to store 13,000 cans, humidity chambers and a variety of "aging" cabinets enable the research chemists to "see" what will happen to cans and compounds months and years ahead. These tests are often repeated and supplemented by other laboratories concurrently to enlarge the sample and to introduce an independent evaluation.

Field approval, the final hurdle, begins with the introduction of a can-tested compound as it is placed in semi-commercial operation. Selecting usually a specific factory and often a particular cannery and product, the compound is followed through the various steps to final packing. Often whole packing runs may be held for observation over many months to be rechecked and finally approved. Gradually thereafter the new compound finds wider use and may be considered "commercial." In round figures, most compounds require two to three years of constant observation from inception to use before they become commercial.

The wartime problem—synthetics

Before 1941 the evolution of can-sealing compounds had progressed to a considerable degree, as had the industry's knowledge of natural rubber. Twenty years of research had tied compound techniques closely to natural rubber, using the types with the best chemical and physical properties. Fortunately, the search for even better materials had prompted an investigation of the then-available synthetics, including early Buna-S rubber, resins and other types of organic, rubber-like materials.

This laboratory began work on synthetic rubber as early as 1935, when some of the first German-made Buna rubbers were used in compound development. The emphasis being on rubber for tires and mechanical goods, the odors had been neglected to the extent that these rubbers were not satisfactory for use with food. Likewise, cost and supply were prohibitive. However, on a laboratory scale much fundamental research was carried out to produce new resins and rubber substitutes, since these looked more promising from the long-

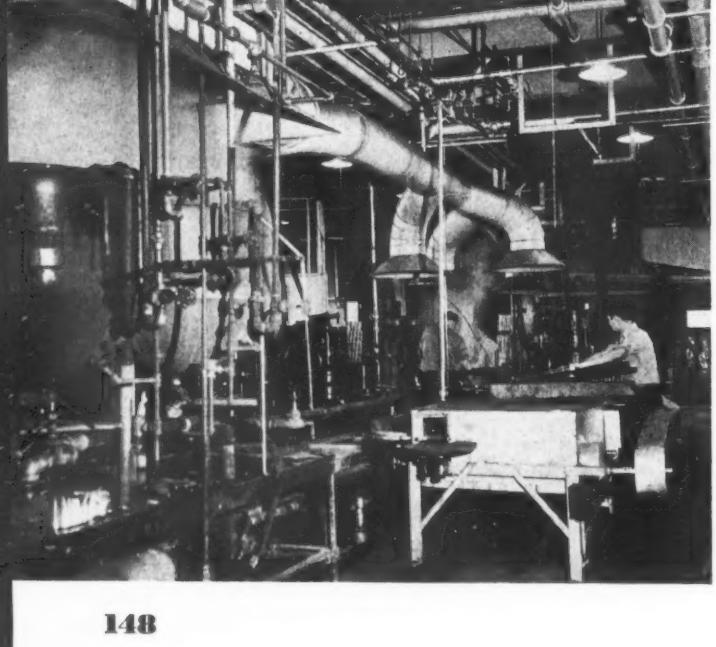


PHOTOMICROGRAPHS obtained by ultramicroscopy with incident light indicate the differing characteristics of various rubbers now being used in can-sealing compounds. Before the war, natural hevea rubber was practically the only material available as a can-sealing compound; as the result of wartime research natural guayule and the three synthetics were developed. PHOTOMICROGRAPHS COURTESY MASSACHUSETTS INSTITUTE OF TECHNOLOGY; E. A. HAUSER AND D. S. LE BEAU.

term point of view than did the natural products.

Shifting economic factors, rubber cartels and the advent of war in the East encouraged this research until, in 1939, a whole team of organic chemists was assigned to work on this development. This was a venture in pure research, since little was known about the properties of synthetic rubber and less about its manufacture. Early successes encouraged this program to the extent that by early 1941 a full-sized pilot plant was in operation, producing semi-commercial quantities of various synthetic rubbers. Just before Pearl Harbor, this research had reached a point where the directors of Dewey & Almy accepted the recommendation of Bradley Dewey (later to become wartime rubber director) and authorized the construction of a full-scale, synthetic-rubber plant equivalent in capacity to 1,000,000 rubber trees. Our entry into war speeded construction considerably and by mid-1942 this plant was producing in quantity.

PILOT PLANT at Dewey & Almy in which semi-commercial quantities of the new types of synthetic rubbers are manufactured for actual performance tests. Some 8,000 different formulations have been made and evaluated since 1939.



Immediately after Pearl Harbor there began a drastic conservation of the rubber stock-pile. The use of synthetics became inevitable, but what about the two-year testing program—and with such radically new materials? Our efforts centered at once on a program for reducing the amount of natural rubber in sealing compounds; thence, a partial substitution of special synthetics; finally, the full use of these special synthetics. This program was wholeheartedly supported by the entire can industry in all allied countries and especially by the larger can companies in the United States, who had the can-testing facilities with which quick, but thorough, confirming tests could be carried out. All these steps were further complicated by manpower shortages, material allocations, increased demands for canned foods to feed armies afield and a general speeding up of canning equipment with its inevitable effect of greater cannery abuse—the very reverse of what one wanted with a reduction of rubber in the seams. Concurrently, shortages of tin and lacquers further complicated the problem of compound research and even brought about some complete changes in can-making technique.

With everyone working towards a common goal, accelerated testing began full scale and cycles were shortened all around. After two years of testing on millions of cans, the new synthetic Buna compounds were finally developed to a state where they exceeded the performance in practice of natural-rubber compounds. And this was just in time, for early 1943 saw our stock-pile of natural rubber down to the critical minimum. These new compounds were no more expensive than their predecessors and they promised to be less expensive in a postwar market.

It became apparent early in the development that synthetic rubber manufactured (*Continued on page 196*)

A.S.T.M. on water vapor

A tentative test method (D 988-48 T) for sheet materials consolidates the two former methods for determining WV permeability and covers procedures under both standard and tropical atmospheric conditions

The tentative method of testing for water-vapor permeability of paper, paperboard and other sheet materials as described herewith has been approved by the sponsoring committee[1] of the American Society for Testing Materials and has been accepted by the Society[2] in accordance with its established procedures, for use pending adoption as standard.

Scope

1. These methods cover procedures for the determination of water-vapor permeability of paper, paperboard and other sheet materials for two different conditions of use as follows:

Method A. Permeability in Standard Atmosphere.

Method B. Permeability under Tropical Conditions of Temperature and Humidity.

(NOTE. The influence of temperature and humidity on the water-vapor transmission of most sheet materials is not linear, so that test values obtained under the standard atmospheric conditions prescribed in Method A cannot be extrapolated to apply to excessively warm, damp atmospheric conditions as found in the tropics and prescribed in Method B.)

Definition

2. Water-vapor permeability is defined for the purposes of these test methods as the weight of water transmitted per unit of time, per unit of area, measured while the specimen separates a prescribed dry atmosphere in a test cell from the standard atmosphere of 50% relative humidity at 23 C. (73.4 F.) (Method A), or from a tropical atmosphere of 90% relative humidity at 37.8 C. (100 F.) (Method B), on the other face.

METHOD A. WATER-VAPOR PERMEABILITY IN STANDARD ATMOSPHERE

Apparatus

3. The apparatus shall consist of the following:

(*a*) *Test dish.* An open-mouth cup or dish of such size and shape that it can be accommodated readily on the pan of an analytical balance. The area of the opening shall be as large as practicable, an area of at least 30 sq. cm. being preferred. The test dish shall be of such design that a wax seal can be made that will be impervious to leakage of water vapor and will define clearly the test area. Suitable designs for the dish with supporting rings and flanges are shown in Fig. 1. Other modifications of these designs may be made, provided the principle of preventing edge leakage by means of a complete wax seal is retained.

(*b*) *Template.* A template (Fig. 2) for use in defining the test area and effecting the wax seal, consisting of a circular metal disk $^1/_8$ in. or more in thickness with the edge beveled to an angle of about 45 deg. The diameter of the bottom (smaller) face of the template shall be approximately equal to and not greater than the diameter of the effective opening of the cell in contact with the specimen. A small hole through the template to admit air will facilitate its removal after the wax solidifies.

(*c*) *Desiccant.* A desiccant having a powerful affinity for water vapor and a high drying efficiency, that is, a low vapor pressure after absorbing a large amount of water. The desiccant shall remain essentially unchanged in physical condition and exert, while dry, no chemical or physical action, other than dehydration effects, on membrane materials with which it is in contact. The desiccant used shall be anhydrous calcium chloride in the form of small lumps that will pass a No. 8 (2380-micron) sieve and be free of fines that will pass a No. 30 (590-micron) sieve.

(*d*) *Wax.* Non-absorbent wax for sealing the specimens to the test dishes, made up of 60% amorphous wax[3] and 40% refined crystalline paraffin wax. The mixture shall cling tenaciously to surfaces and shall not be brittle at room temperatures.

(*e*) *Petrolatum.* Petrolatum for application to the beveled edge of the template to facilitate removal of the template after sealing the test specimen to the dish. The petroleum jelly readily obtainable from druggists is suitable.

(*f*) *Balance.* An analytical balance of 200-g. capacity, sensitive to 0.001 g.

(*g*) *Test chamber.* A test room or cabinet provided with conditioned air maintained at 50 ± 2% relative humidity at 23 ± 2 C. (73.4 ± 3.6 F.) and continuously

[1] Under the standardization procedure of the Society, these methods are under the jurisdiction of the A.S.T.M. Committee D-6 on Paper and Paper Products.

[2] Accepted by the Society at the annual meeting, June, 1948. These methods are in effect a revision and consolidation of, and replace, the former Tentative Method of Test for Water-Vapor Permeability of Paper and Paperboard (D 783–44 T) and the Tentative Method of Test for Water-Vapor Permeability of Paper and Other Sheet Materials at Elevated Temperature and Humidity (D 830–45 T), which methods are accordingly discontinued as of June, 1948. The new methods are reproduced here with the permission of the Society. Additional copies in separate pamphlet form can be obtained from the American Society for Testing Materials, 1916 Race St., Philadelphia 3.

[3] Grades No. 2300, 2305 and 2310 of the Socony Vacuum Oil Co. are satisfactory for this purpose.

SEVERAL TYPES of test dishes for determining the water-vapor permeability of sheet materials.

circulated at a rate not less than 500 ft. per min. over the exposed surfaces of the specimens under test. A suitable grill or reticulated rack shall be provided in the test atmosphere capable of supporting the inverted specimens in a manner to afford free access of the circulating air.

Sampling

4. The material shall be sampled in accordance with the Standard Method of Sampling Paper and Paper Products (A.S.T.M. designation: D 585).[4]

Test specimens

5. Test specimens shall be representative of the material being tested. At least four specimens from each sample shall be tested, two being attached to the cell with a designated side out and the other two with the other side out unless otherwise specified.

Procedure

6. (*a*) Fill the dish with desiccant as nearly as practicable to the level of the top of the ring or flange that supports the specimen.

(*b*) For paper and paperboard $^1/_8$ in. or less in thickness, affix the test specimen to the dish as follows: Cut the test specimen so that its diameter is about equal to the mean diameter of the annular waxing groove (Figs. 1 and 2). Place the specimen over the aperture of the dish and center it as closely as possible with the supporting ring or flange. Apply a thin film of petrolatum to the beveled edge of the template, taking care that none remains on the smaller face. Place the template over the test specimen, carefully centering it with the dish opening. Flow molten wax into the annular space surrounding the beveled edge of the template. With a twisting motion, remove the template from the sheet as soon as the wax has solidified.

[4] 1946 Book of A.S.T.M. Standards, Part III B.

(*c*) To use the type of dish shown in Fig. 1 (*c*), seal one specimen in position on the empty dish; then invert the assembly, practically fill the desiccant space with desiccant, using care not to leave any on the sealing edge, and seal the second specimen in position.

(*d*) For fibreboard over $^1/_8$ in. in thickness, prepare the test assembly as described in Paragraph (*b*), using a dish of the type shown in Fig. 1 (*c*) or Fig. 1 (*d*) with the outside flange high enough to extend above the top of the specimen, thus allowing the wax to completely envelope the edge as with thinner specimens.

(*e*) Weigh the assembly on the analytical balance to 0.001 g. Place the assembly on the rack inside the test atmosphere in an inverted position so that the desiccant is in direct contact with the test specimen and so located that the conditioned air circulates freely over the exposed surface of the specimen. If the test specimen contains any component, such as aluminum foil, that might be affected by contact with calcium chloride, then the test should be run with the assembly in an upright position.

(*f*) Make successive weighings of the assembly at suitable intervals until a constant rate of gain is attained. For papers that are relatively pervious, the weighings must be frequent enough to complete the test before drops of liquid agglomerate are formed in the desiccant or caking of the desiccant occurs. These conditions will be indicated by a drift from the constant rate of gain, after which no reading should be recorded. The rate of gain is conveniently established by plotting the cumulative gain in weight in milligrams of each assembly until at least three of the resulting points are in a straight line.

Report

7. (*a*) The water-vapor permeability shall be reported as grams per square meter per 24 hr. for the moisture gradient defined in this method (see Notes 1 and

2 below). Report the results to two significant figures.

(NOTE 1. *Example.* In a test run for 190 hr. on an exposed area of 55 sq. cm. (0.0055 sq. m.), it was found that the rate of gain was substantially constant after 18 hr. and that during the subsequent 172 hr. the increase in weight was 67 mg.; the water-vapor permeability was $\frac{0.067 \times 24}{0.0055 \times 172} = 1.7$ g. of moisture per square meter per 24 hr. for the conditions of the test which are 50% relative humidity at 23 C. (73.4 F.) on one side of the specimen and desiccant in contact with the other side.)

(NOTE 2. No single unit for reporting vapor permeability has been accepted by all groups interested in this type of test. For convenience in comparing data obtained by this method with data expressed in other units, the following conversion factors will apply:

grams per square meter per 24 hr. × 0.0597 = grains per square ft. per hr.

grains per sq. ft. per hr. × 16.7 = grams per square meter per 24 hr.

grams per square meter per 24 hr. × 2.95 = ounces per 100 sq. yd. per 24 hr.)

(*b*) The permeability values shall be reported for each side of the sheet separately unless otherwise specified. A suitable code designation shall be used to distinguish the two sides of the material and the side that faced the desiccant shall be clearly shown for each value in all instances where different permeabilities for the two sides are indicated.

(*c*) The report, in the event of any special treatment of the material such as creasing, shall describe the treatment.

Reproducibility

8. Duplicate determinations should check within 10%, depending largely on the variation in the sheet material itself. As the spread between very permeable sheets and those having a low permeability is at least a thousandfold, a precision of 10% on a given material will establish it quite definitely in the scale of permeabilities normally encountered in sheet materials.

METHOD B. WATER-VAPOR PERMEABILITY UNDER TROPICAL CONDITIONS OF TEMPERATURE AND HUMIDITY

Apparatus

9. The apparatus shall consist of the following:

(*a*) *Test dishes, template, desiccant, wax, petrolatum and balance* in accordance with Section 3 (*a*) to (*f*).

(*b*) *Cabinet.* A cabinet provided with circulating air maintained at 37.8 C. (100 ± 1 F.) and 90 ± 2% relative humidity. Suitable racks or grills shall be provided to support the test specimens in the conditioned atmosphere which shall be circulated continuously.

(*c*) *Covers.* Weighing covers for the test specimens shall be provided if the design of the cabinet is such that it is necessary to remove the specimens from the cabinet for weighing. These covers should consist of circular disks of aluminum $^1/_{32}$ to $^3/_{32}$ in. in thickness, each provided with a suitable knob in the center for lifting. The cover shall fit over the test specimen when assembled and make contact with the inside beveled surface of the wax seal at or just above the plane of the specimen. All sharp edges shall be relieved to avoid removing any wax. Each cover shall be numbered or otherwise identified to facilitate its always being used with the same dish.

Sampling

10. The material shall be sampled in accordance with A.S.T.M. Method D 585.[5]

Test specimens

11. Test specimens shall be representative of the material being tested. At least two specimens from each sample shall be prepared for each specified exposure, as for example, coated side to the high humidity or side I to high humidity.

Procedure

12. (*a*) Check the relative humidity and temperature of the test atmosphere. This is a difficult operation with some cabinets. Depending on the design of the cabinet, this may be accomplished by using either a wet and dry-bulb thermometer or a wet and dry-contact thermocouple (Note 1) or more approximately by checking the weight stability of appropriate saturated salt solutions (Note 2) exposed in crystallizing dishes to the test atmosphere.

(NOTE 1. Air at 37.8 C. (100 F.) and 90% relative humidity has a wet-bulb temperature of 97.2 F.)

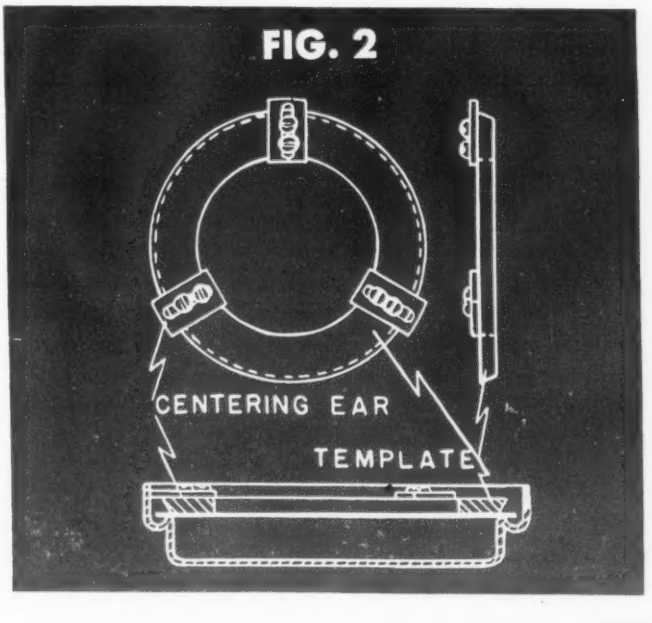
(NOTE 2. Saturated solutions of barium chloride, ammonium dihydrogen phosphate and potassium sulfate are in weight equilibrium with 88%, 91.5% and 96% humidity, respectively, at 37.8 C. (100 F.).

(*b*) Fill the dish with desiccant as nearly as practicable to the level of the top of the ring or flange that supports the specimen.

(*c*) Cut the test specimen (*Continued on page 198*)

[5] 1946 Book of A.S.T.M. Standards, Part III B.

TEMPLATE for making wax seals on test dishes.



Questions and Answers

This consultation service on packaging subjects is at your command. Simply address your questions to Technical Editor, Modern Packaging, 122 East 42nd St., New York 17, N. Y. Your name or other identification will not appear with any published answer.

Formula change effects packaging needs

QUESTION: Some time ago we improved our entire line of food products. In so doing, we changed the composition of some of the products as well as the nature of the packages.

In all cases but one this resulted in increased sales and reduced spoilage. In this one case—a drink powder—we improved the product only by strengthening the fruit flavor and did not change the package at all. However, we have had a considerable increase in goods returned because of caking, etc., of the product. We do not understand why the powder cakes, since we made only a minor change in the formula.

ANSWER: Your drink powder probably is a mixture of sugars, flavors and powdered edible acid. Your formula improvement undoubtedly consisted in a change of the flavor portion or the acid portion. In any event, this change drastically changed the "packaging characteristics" of your product. The change of flavor or acid resulted in a lowering of the equilibrium humidity, i.e., made the product more hygroscopic, and also caused the product to cake more readily at any given condition of humidity and temperature.

The answer to your problem is to use a more moisture-proof package or to develop the improved flavor and/or acid so that it does not accelerate the caking or gumming of the sugars. It is always dangerous to make a formula change, however small, without first determining in the laboratory its effect on the packaging characteristics of the product.

Bags to minimize sifting

QUESTION: We are having trouble with the sifting of two of our products that are packed in duplex bags with a flat bottom. The products are mixtures of a coarse, granular material and a flour-like binder. The fine material works through the bottoms of the bags, although the metal tie closure seems tight. We would appreciate your suggesting an improved bag or a different type of package, since this problem is very serious.

ANSWER: Nearly all pasted, automatic-type bag bottoms would show sifting with the type of products you describe. This would be even more severe with a duplex (two-ply) construction, since there would be larger channels resulting from the folding of the thicker wall. Use of one bag inside of the other—that is, each made separately—would be of benefit, but would require hand assembling. Also, a lighter weight duplex construction might be helpful. A single bag made from a heavy liner material, used in a folding carton, should provide a combination that would greatly relieve if not eliminate sifting.

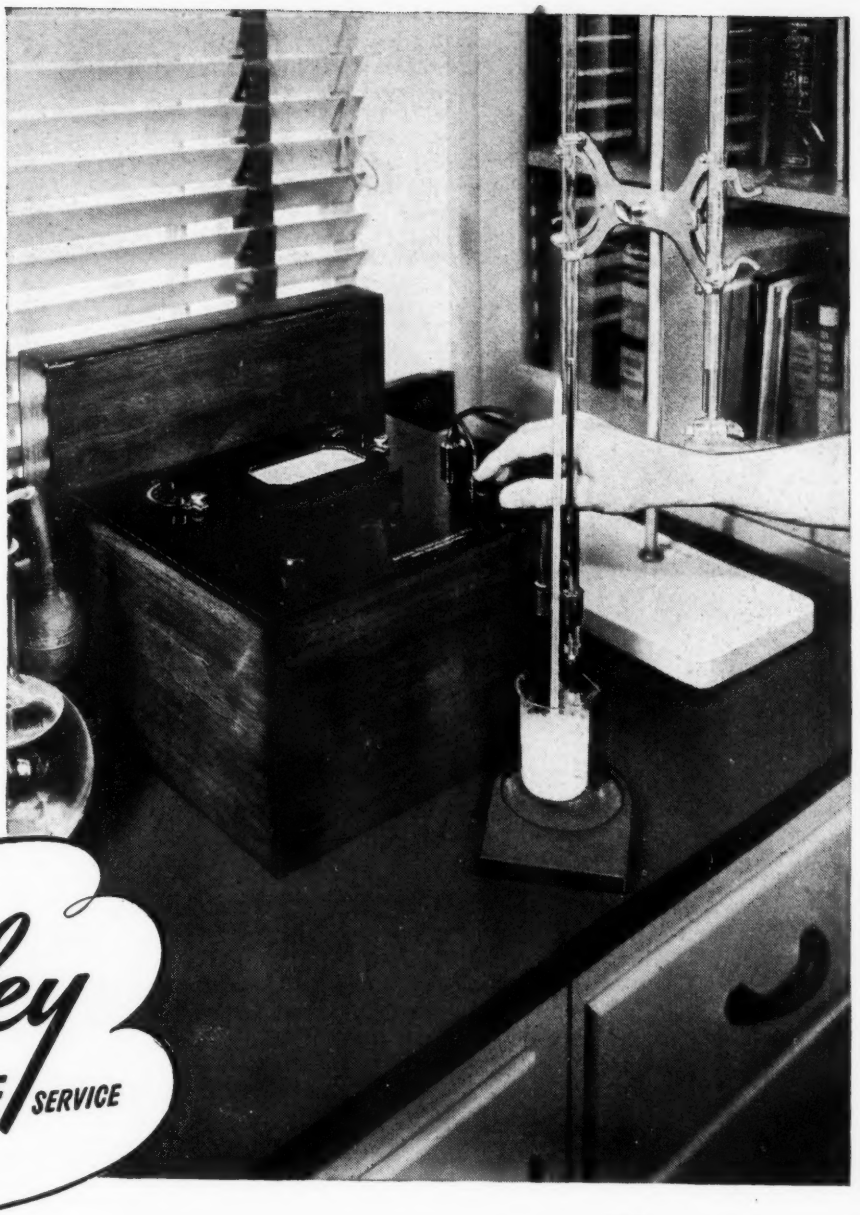
If you wish to continue using bags, the best answer would be to use a so-called "square-bottom" bag with a full turn at the bottom and a closure formed by heat seal rather than adhesive. Such a construction would not stand upright as easily as your present bag and it would cost somewhat more, but it would eliminate sifting entirely and would be a strong and protective package.

Bulky products in cellophane bags

QUESTION: We have just begun to produce a new product which we are packaging in a printed cellophane envelope. The product is rather bulky and we are having trouble keeping the top of the envelope in position for smooth and uniform heat sealing. We are now using hand sealers, but would like to employ a faster method of sealing or use an automatic type of sealer.

ANSWER: You were probably overly optimistic when you decided upon the envelope size, or the product in the original samples may have been less bulky than it is in production. In any event, your problem is a common one of too great a volume in an envelope-type bag. An envelope has no gussets or tucks to take care of volume variations and therefore must be made long enough and of such width that the product does not produce too much thickness. The best way to use your present supply of envelopes is to make the product slightly less bulky so that it will shake down between filling and sealing or to pass the envelope through "pre-sizing" rollers before sealing. The pre-sizing would consist of passing the filled envelope through two rolls which are set apart enough to compress the product and allow the lips of the envelope to come together evenly and without distortion. Until some of these steps are taken, an improved heat-sealing machine will not make a better seal than your present unit.

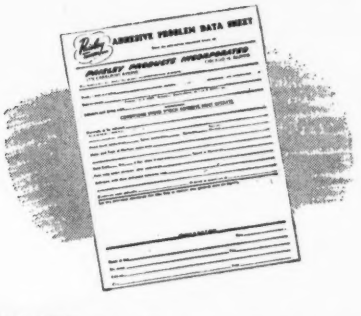
Determining the pH of a dextrine by means of a glass electrode potentiometer. This test is performed several times on every batch as a control for uniformity.



HOW DO YOU BUY Adhesives?

Paisley
SCIENTIFIC ADHESIVE SERVICE

HAVE you eliminated all the guesswork from your Adhesive purchases? Do you always get the ONE best Adhesive for the job? Modern Paisley Scientific Adhesive Service now brings you not only the most efficient and economical bonding agent for all packaging and manufacturing operations, but assumes responsibility for continued satisfactory performance. Let our skilled Adhesive Chemical Engineers relieve you of all Adhesive worries. Simply tell them your problems on the data sheet we supply. After exhaustive study and laboratory tests, they'll suggest the best, modern Adhesive to use and through periodic testing of laboratory samples keep constant control of its efficiency.



SEND FOR *this Adhesive Problem Data Sheet. It's your guide to getting the ONE best, most efficient adhesive for the specific operation you describe. Trial shipment will be sent ON APPROVAL if desired. If you are not entirely satisfied, we'll gladly cancel the invoice. This skilled laboratory service does not obligate you. It's the SURE . . . the* modern *way to buy adhesives.*

PAISLEY PRODUCTS INCORPORATED
1770 CANALPORT AVENUE, CHICAGO 16, ILL. PHONE CANAL 2219
630 WEST 51st STREET, NEW YORK 19, N.Y. PHONE COLUMBUS 5-2860
Manufacturers of Glues · Pastes · Resin Adhesives · Cements and related Chemical Products

Peaks of quality...

THE closure is the smallest yet most important part of the glass package. For on its effectiveness in providing a dependable airtight, leakproof vacuum seal depends your success, your future . . . your peace of mind. It must deliver your products to the consumer with all their delicate flavors intact. It must be easy to remove and provide an easy and effective reseal. The *Anchorvac N Cap* is just such a closure . . . a closure you can depend upon to deliver your products in perfect condition to the ultimate consumer.

SUGAR LOAF MOUNTAIN, a landmark standing guard over Rio's glamorous harbor, is one of nature's own symbols of quality.

IT'S *Anchorvac* N Caps*

FOR THE PEAK OF QUALITY

*Trade Mark

It's *Glass* for display...

RETAILERS give glass packed products preferred displays—in aisles, on shelves and counters. For they know that glass packed products attract attention, make selections easier and faster, speed up store traffic, sell themselves. If your sales aren't up to what they should be, or if you plan to introduce a new product or invade new markets . . . and want to do it quickly and economically, pack it in glass . . . in *Anchorglass*. We'll gladly assist in selecting or developing a package ideally suited for your products and needs.

AND IT'S Anchorglass*

FOR MOST EFFECTIVE DISPLAY

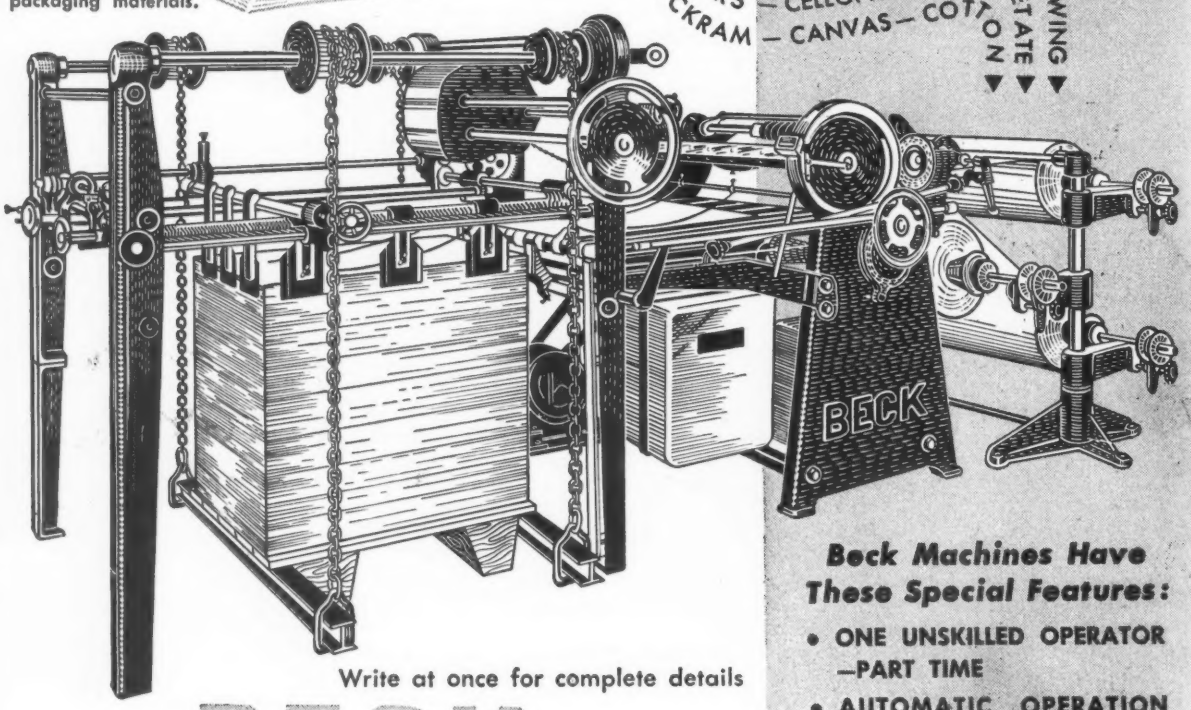
*Reg. U.S. Pat. Off.

• CELLOPHANE TO LIGHTWEIGHT BOARD • CELLOPHANE TO LIGHTWEIGHT BOARD • CELLOPHANE TO LIGHTWEIGHT BOARD •

▶ KRAFT — GLASSINE — WAXED — VELOUR — TISSUES — FOIL LAMINATES — PHOTO-SENSITIZED — BLUEPRINT — TRACING — DRAWING
▶ TRACING LINEN — TAG STOCK — SAFETY PAPER — WATERMARKED PAPER — LABELS — BREAD WRAPPERS — CELLOPHANE — ACETATE
▶ VINYLITE — POLYSTYRENE — VUEPAK — PLIOFILM — KODAPAK — PLASTIC LAMINATES — LEATHERETTE — BUCKRAM — CANVAS — COTTON

DE-CURLS
CUTS COUNTS STACKS 'EM
A MILE HIGH!

Designed for fine cutting of all types of paper and packaging materials.



Write at once for complete details

CHARLES BECK MACHINE CORPORATION

Automatic Roll Sheet Cutter

13th & NOBLE STS. PHILA. 8, PA.

BECK MACHINES

The Accepted Standard

Versatile
SHEET CUTTERS

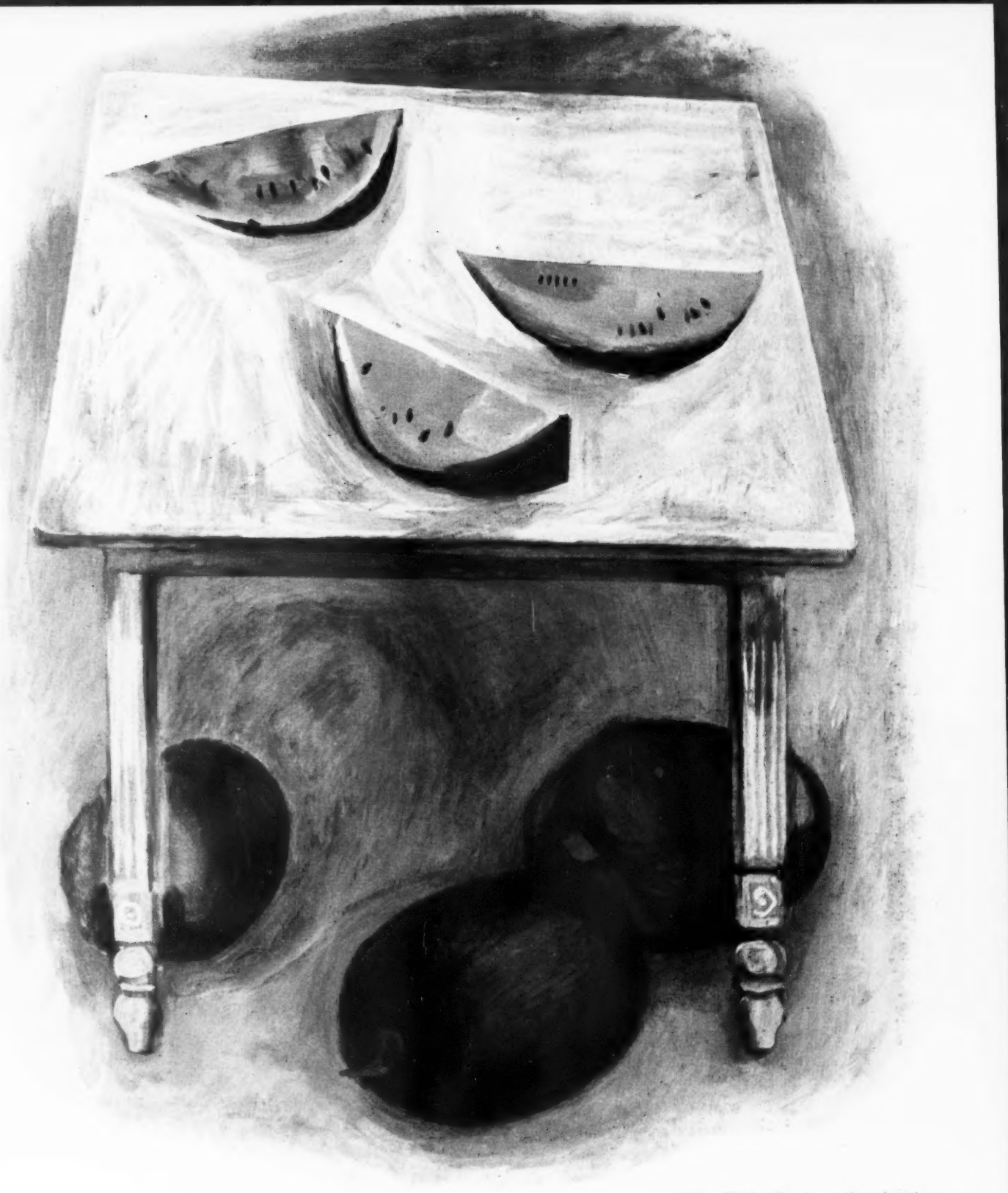
USED THE WORLD OVER

Beck Machines Have These Special Features:

- ONE UNSKILLED OPERATOR —PART TIME
- AUTOMATIC OPERATION INCREASES PRODUCTION
- RIGHT SIZE SHEET READILY AVAILABLE
- NO CUTTING CHARGE
- CLEAN SHEAR-TYPE CUT
- * ELECTRIC-EYE ASSURES REGISTER CONTROL

*One of many additional features offered in diversified line of Beck Cutters

• CELLOPHANE TO LIGHTWEIGHT BOARD



Artist – Charles Shannon, native of Alabama

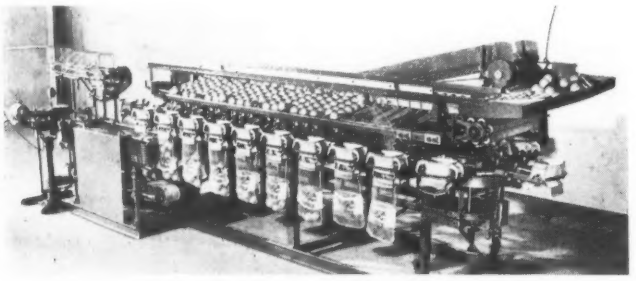
ALABAMA—*annual purchases: $1⅔ billion—mostly packaged.*

CONTAINER CORPORATION OF AMERICA

Equipment and Materials

AUTOMATIC ORANGE BAGGER

An automatic orange bagging machine said to have a speed of 1,800 8-lb. bags per hour has been announced by Fulton Bag & Cotton Mills, Atlanta, Ga. The machine, invented by the



company's Florida representative, is now in use in the Winter Haven packing house of Snively Groves, Inc., after being thoroughly tested.

Two operators are required—one to place the empty bags on the holders and the other to run the filled bags through the stapler.

The bagging machine will pack fruit ranging in size from Nos. 250 to 126. Because of the growing popular consumer demand for pre-packed oranges in open-mesh bags, the larger grocery chains, it is said, are requesting that more of their fruit be shipped to them in consumer-sized Fultonet bags. Self-service stores are using the machine to repack fruit shipped to them in bulk containers.

WIRE HOODS PRODUCED AUTOMATICALLY

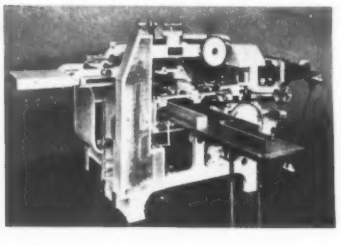
Wire hoods, a necessary adjunct for retaining corks in champagne bottles during aging, storing and shipping, are now produced automatically by the I. F. Schnier Co., San Francisco.

For some years there has been a dearth of these wire hoods, which were imported from several European countries or hand made in Central America; consequently, they were not available in a steady flow, nor were they uniformly made. Now the company reports it is in a position to supply perfectly uniform wire hoods in sufficient quantities to supply the needs of the American wine industry.

SMALL SIZE BUNDLING MACHINE

A new bundling machine approximately two-thirds the size of its standard bundler is offered by The Package Machinery Co., Springfield, Mass.

This machine, known as Model F-10-J, bundles goods in dozen or half-dozen lots in kraft paper fed from a roll and applies gummed end-seals likewise fed from a roll. It is adjustable for size ranges of 5 to 12 in. long, $3\frac{1}{2}$ to $7\frac{1}{4}$ in. wide and 2 to $4\frac{1}{2}$ in. high. End-seals may be from $2\frac{15}{16}$ to $5\frac{15}{16}$ in. wide and from $1\frac{1}{2}$ to 3 in. high. Speed of the machine is adjustable from eight to 24 bundles per minute.



The makers state this machine will appeal especially to drug, food and other producers whose products are packaged in comparatively small sizes. The bundle produced is said to be surprisingly strong and stands up well in shipping and handling.

FILLER FOR SEMI-LIQUIDS

Anderson Bros. Mfg. Co., Rockford, Ill., have announced a foot-operated filling machine specially designed for handling semi-liquids such as hand creams, face creams, tooth paste and similar products. The capacities dispensed are variable from 2 oz. to 1 pt. All parts of the machine that come in contact with the product to be filled are made either of stainless steel or nickel alloy. The filler, being foot-operated, allows the operator the use of both hands. The filler can also be equipped with an air-cylinder power drive.

COMBINATION FILLER-CROWNER

Horix Mfg. Co., Pittsburgh, Pa., has introduced a combination filler and crowner for handling a wide range of still liquids automatically from infeed through crowner discharge. Empties are taken directly from the washer, filled and crowned at the rate of 60 7-oz. bottles per minute, or 45 24-oz. bottles per minute.

Bottles are fed to the filler by the company's screw-type infeed timer, designed especially to eliminate jamming and grinding together of glass. Stainless steel filling valves operate only when container is in place. They fill without pumping, overflow or return circulating system, so that aeration of product is held to absolute minimum. The crowner is an integral part of the machine, operating at discharge point of filler. The rigid crowning head overtravels when necessary, compensating for any variance in bottle height. Additional noteworthy features are: special crowning die of extremely hard, rustless alloy which possesses high resistance to abrasion and shock; arrangement of mechanism so every contact part is readily accessible for quick, thorough cleaning by steam or water.

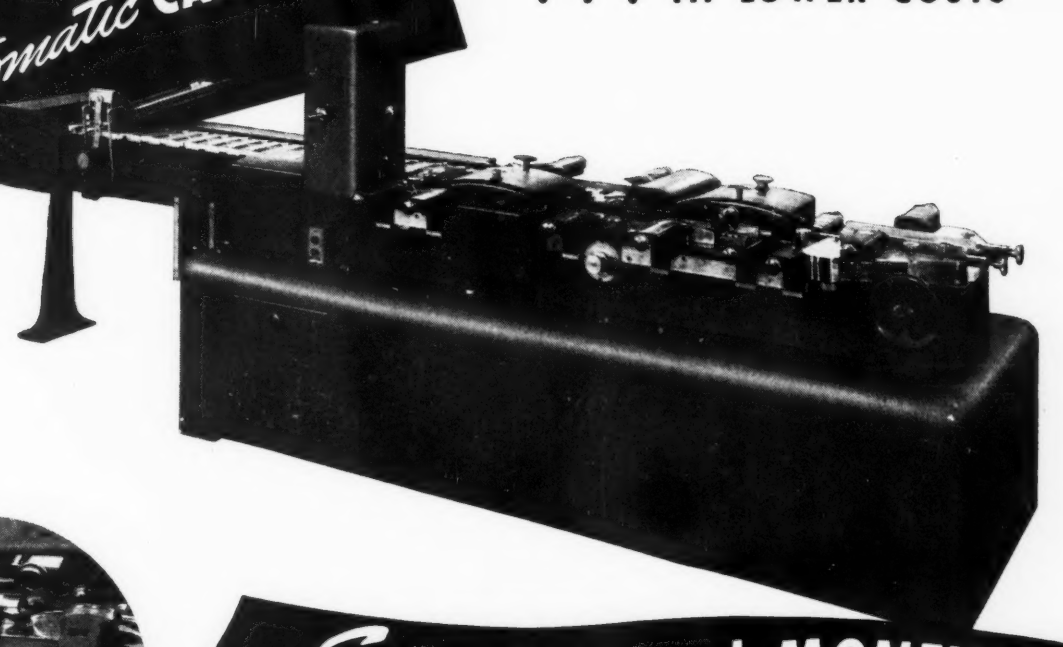
NEW ANILINE PRESS

The recent completion of the first installation of its new aniline press designed primarily for board converters and package printers has been announced by The Champlain Co., Bloomfield, N. J. The new press is engineered to deliver

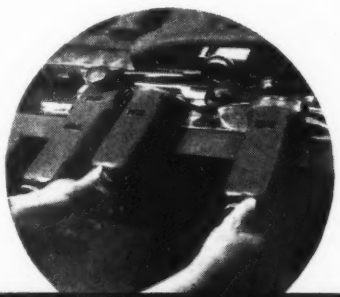
ROSS Automatic CARTONERS

turn out more work

. . . WITH LESS LABOR
. . . AT LOWER COSTS



Save TIME and MONEY!



YOU DIAL IT . . .
LIKE A RADIO

To convert from one size carton to another

Illustrated are two of the several adjustable compounds on the bed of a Ross machine. These compounds are quickly set against calibrated scales to charted positions for any size carton within the machine's range. There are no parts to remove and replace when effecting the changeover.

Ross automatic cartoners *save* in two ways; first, through trouble-free operation at high production rates; second, by speedy changeover from one size carton to another using the *exclusive* Ross dial control method of adjustment. It's as easy to dial as your radio.

Ross automatics quickly, quietly, economically package practically anything you can carton by hand. Ross machines are precision made from standardized parts built to close tolerances. Vital moving units are self-oiled. Master Speedranger control provides maximum flexibility.

Get the whole story about Ross machines. Learn how they will cut cartoning costs, save money for you. Mail the coupon today and you will receive a copy of our latest Ross catalog.

MAIL THIS COUPON FOR FREE CATALOG *today!*

A. H. ROSS COMPANY, INC.
Subsidiary of Rockwell Manufacturing Co.
Box 998, Dayton 1, Ohio

B448

Gentlemen:

Please send me a copy of your latest bulletin describing Ross automatic and semi-automatic cartoning machines.

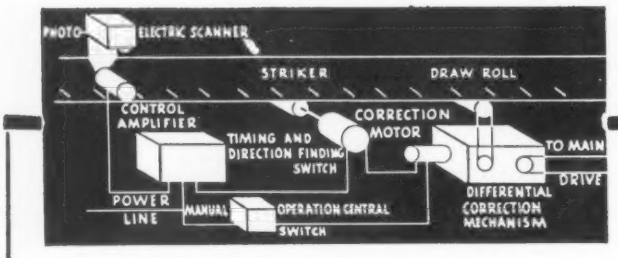
COMPANY.....

STREET.....

CITY.....

YOUR NAME.....ZONE.....STATE.....

.....POSITION.....



Automatic "ELECTRIC EYE"

2-WAY REGISTRATION CONTROL

- All component parts needed for perfect registration control.
- Guaranteed faultless operation on YOUR equipment.
- Applicable to any machine using draw rolls to feed the web.
- Savings pay for equipment many times over because—it eliminates hand labor . . . permits faster machine operation . . . stops material waste.
- Set-up time radically reduced—because of auxiliary hand control switch.

Write for descriptive literature and Engineering Advice

MACHINE O'MATIC, INC.

2057 North Hoyne Ave. Chicago 47, Ill.

(Factory ASHLEY, OHIO)

NIEMAND BROS. INC.

Manufacturers of PAPER TUBE PRODUCTS

37-11 THIRTY-FIFTH AVENUE
LONG ISLAND CITY, N. Y.

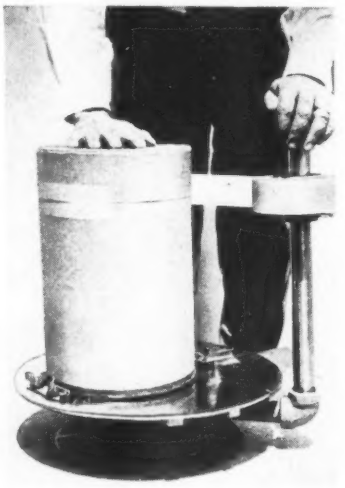
RAVENSWOOD 8-0909
TELETYPE NEW YORK 4-1032

Equipment and Materials
(Continued)

printed, die-cut, scored and stripped cartons at speeds up to 600 ft. per minute. The web, which is roll fed, is the straight-through type at waist level, affording constant view of all operations. The three types of delivery which are available are roll rewind, sheet delivery and carton blanked with slow-moving belt delivery. Any number of colors can be printed on one or both sides of the web in a matter of seconds and varnishing can be done in the same operation, the manufacturers report. One of the outstanding features of this press is that only the printing cylinder need be removed when a plate change is necessary.

APPLIES MASKING TAPE TO DRUMS

A new semi-automatic machine for applying standard pressure (masking) tape to drums, canisters, cartons, roll goods, etc., is being offered by The Lake Laboratories Co., Clifton Heights, Pa. Under actual tests, the company claims, it has reduced the manual tape-sealing time by as much as 400%.

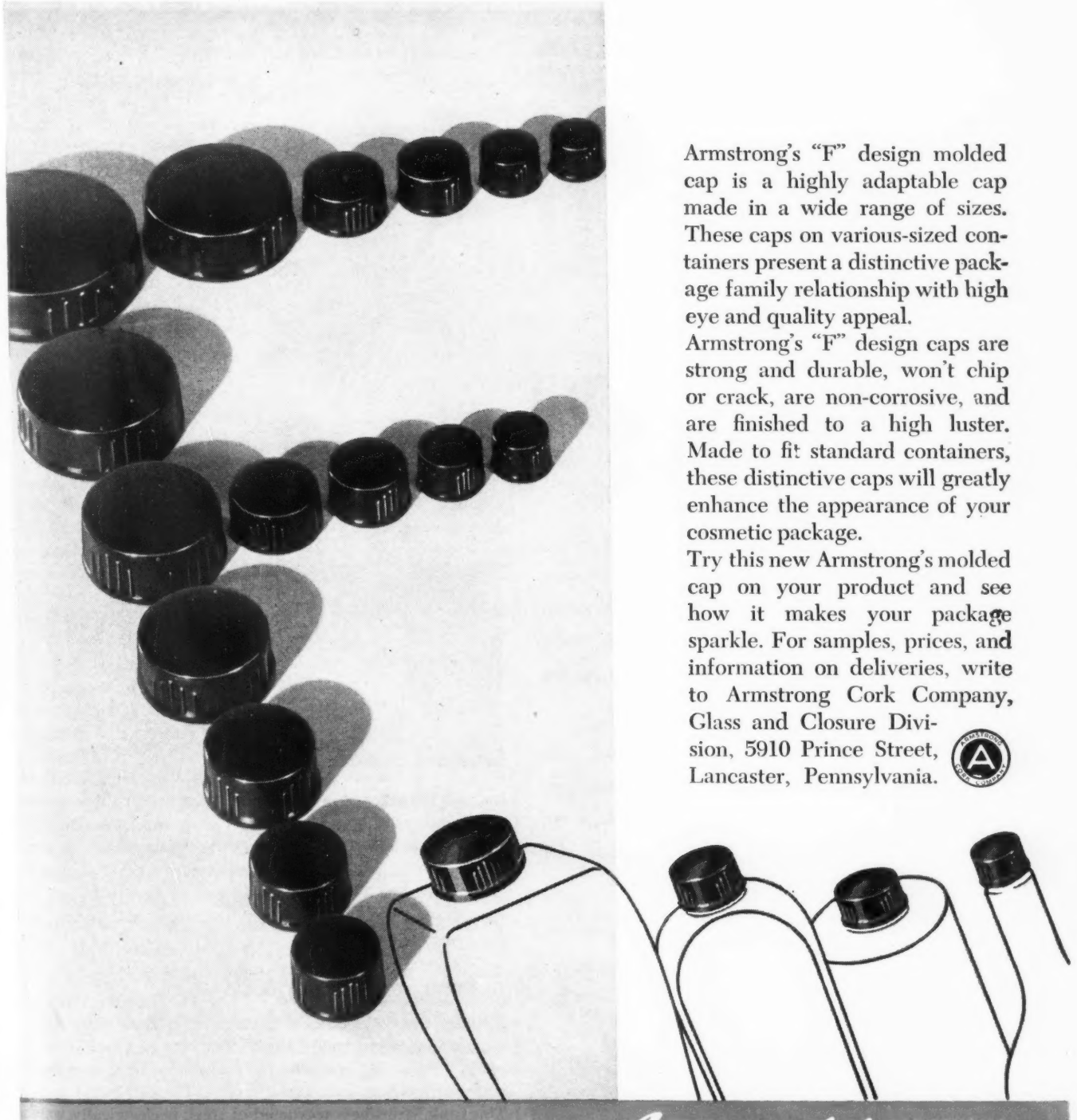


Packages up to 17 in. in diameter are placed between adjustable spring clamps. One complete hand revolution of a swivel arm feeds the tape evenly and neatly to the package and the tape is then severed from the roll by a blade. The swivel arm is available in any height up to 28 in. and is mounted in an oilless bearing.

TRAY SET-UP MACHINE

The "Auto-Pack" tray-forming machine shown in the accompanying photograph, designed by Fibreboard Products, Inc., San Francisco, and manufactured by Carando Machine Works, Stockton, Calif., automatically sets up from 40 to 70 trays per minute. Flat, unglued blanks stacked in the hopper are fed into the machine by a knife feed and the tray is set up and delivered onto a chain conveyor. A post-breaker device rolls the sides of the tray inward to produce a tray said to be absolutely square and rigid. From this point, the trays are delivered on a conveyor, the height of which is adjustable to the packing line. The machine is adaptable to two sizes of trays and change-over may be accomplished in approximately five minutes. It is of all-steel construction, with brass forming dies; parts subject to wear are made of specially hardened

This "F" design molded cap can streamline your package



Armstrong's "F" design molded cap is a highly adaptable cap made in a wide range of sizes. These caps on various-sized containers present a distinctive package family relationship with high eye and quality appeal.

Armstrong's "F" design caps are strong and durable, won't chip or crack, are non-corrosive, and are finished to a high luster. Made to fit standard containers, these distinctive caps will greatly enhance the appearance of your cosmetic package.

Try this new Armstrong's molded cap on your product and see how it makes your package sparkle. For samples, prices, and information on deliveries, write to Armstrong Cork Company, Glass and Closure Division, 5910 Prince Street, Lancaster, Pennsylvania.

ARMSTRONG'S *Artmold* CAPS
PLASTIC

WEST COAST REPRESENTATIVE: I. F. SCHNIER CO., INC., SAN FRANCISCO 7 OR LOS ANGELES 12

for special-purpose Containers.....

LOOK TO LUSTEROID

Lusteroid vials and tubes have unusual qualities which make them ideal for special packaging requirements.

Fabricated from feather-light plastic, Lusteroid containers are strong, rigid, unbreakable—perfect for packaging heavy solid objects to keep from damaging each other, as well as protecting the most fragile products. These qualities eliminate the expense of protective partitioning and packing for shipment.

Lusteroid can be fabricated in a variety of shapes, sizes and colors to meet the need for special-purpose containers. Puffers, squirters, conical tubes, very thin walls, elliptical and other cross sections can be developed for individual requirements.

It will pay you to submit your special packaging problems to Lusteroid. Write for details or send specifications for quotation.

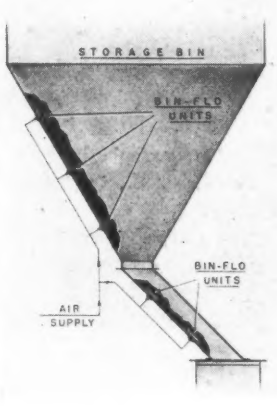
LUSTEROID CONTAINER COMPANY, INC.
10 Parker Avenue, West
Maplewood, New Jersey

Equipment and Materials
(Continued)

steel. A 1/4-h.p., 110-volt, single-phase motor provides the drive. Several of these machines are reported to be in operation in various packing plants along the Pacific Coast.

AIDS FILLING OF DRY PRODUCTS

The Bin-Dicator Co., Detroit, Mich., announces a new aerating device to provide uniform and steady flow of bulk materials from bins, hoppers and chutes. Known as Bin-Flo, the unit is a small plate 3 3/4 by 7 1/2 by 1/2 in. thick and is readily installed at points where flow is restricted. Low-pressure air injected into the material through a special fabric diffuser causes the material to flow freely. Applicable to most dry, finely ground products, these units can be used in conjunction with Bin-Dicators or installed independently. They are available for thin-walled bins and chutes and thick-walled hoppers.



MOISTURE-RESISTANT SHIPPING CONTAINERS

The Lawrence Paper Co., Lawrence, Kans., is producing shipping containers of moisture-resistant boxboard which lend themselves to the shipment of such products as fresh fish, frozen foods, fresh flowers and other perishable items. The material for these containers, they explain, is moisture resistant due to the fact that three member sheets are combined with weatherproof glue and, in addition, at the time the corrugated medium is manufactured a bituminous substance is introduced into the corrugated medium which adds greatly to its strength even under conditions where moisture prevails. The outstanding characteristic of this Freezurboard material is that it stands up well under refrigeration conditions. The box shown has an inner liner as well as two pads, top and bottom, to help preserve the dry ice which protects the product being shipped.

HEATING AND DIPPING TANK

The development of a new heating and dipping tank for the application of strippable plastic coatings to spare parts for protection against moisture and corrosion during storage and shipment has been announced by D. C. Cooper Co. of Chicago. This tank, sturdily constructed of steel, is electrically welded throughout. A jacket built around the entire plastic chamber contains a special heat-transfer oil which transmits the heat evenly throughout the entire plastic bath. A thick layer of rock-wool insulation is tightly packed between the oil jacket and outer shell for economy in operation and protection of the operator. Separate thermometer and thermostat controls in

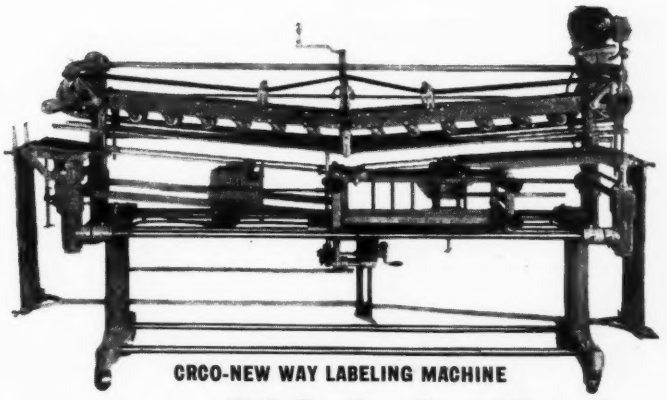
Labeling and Casing Machines

Engineered By CRCO NEW WAY

Fast, dependable and economical . . . the type of equipment that will reduce labor costs and speed up operations.

CRCO-New Way labelers will apply wrap-around or spot labels on any type of cylindrical container that will roll. Wide versatility and easy to change from one size to another, depending on your label requirements. Can handle containers ranging from 2″ to 6½″ in diameter and up to 9″ in height. Will also handle pails with bale-ears, jugs with handles or long-neck bottles.

Send for new Bulletin, illustrating the complete CRCO-New Way line.



CRCO-NEW WAY LABELING MACHINE

THE BEST OF Everything IN LABELING AND CASING EQUIPMENT

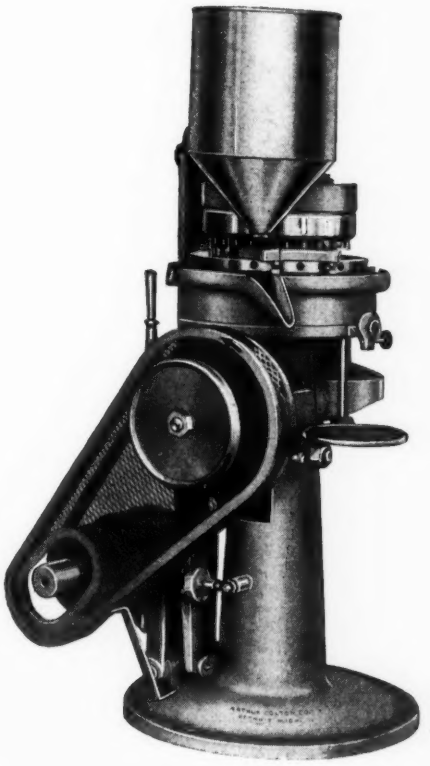
Chisholm-Ryder
COMPANY OF PENNSYLVANIA
HANOVER, PENNSYLVANIA

N-501

NEW ROTARY TABLET PRESS

New series 200–25 tablet machine embodies years of experience in building equipment, incorporates refinements giving an entirely new standard of performance.

Special features include new variable lower punch pull-down track plus micrometer cell adjustment minimizing punch and die wear and practically eliminating capping; solid steel tie bar; centrally located main drive shaft; lower center of gravity. Range of operating speeds is provided by built-in variable speed drive. Power transmitted through lever operated disk clutch. Special drive materially reduces power consumption. Standard speed motor. Capacity per minute: 300–800 tablets. Diameter of tablet 3/16″ to 5/8″, maximum depth of cell: 11/16″. Floor space: 30″ X 36″, height: 60″, net weight: 1025 lbs.



ARTHUR COLTON COMPANY
2602 E. JEFFERSON AVE., DETROIT 7, MICHIGAN

...as pretty as a picture

THE SET-UP BOX is first choice among designers of fine packages. It offers unlimited selection of papers, colors, screens, and graphic methods - - - all tools of the trade to frame your product in its prettiest picture - - - and protect it - - - *and sell it.*

See your nearest set-up box manufacturer. His designers will help you improve your product package.

Screens — Ben Day, Chemtone Process 65-300, etc.
Papers — Smooth, Dull, Glossy, Colors, Textured, etc.
Graphic — Letter press, Offset, Silk Screen, Gravure, etc.

FOR INFORMATION OR SERVICE • CONSULT YOUR NEAREST SET-UP BOX MANUFACTURER

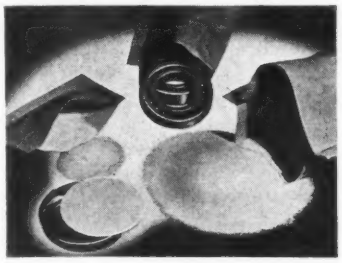
NATIONAL PAPER BOX MANUFACTURERS
Association
AND COOPERATING SUPPLIERS
Liberty Trust Building, Philadelphia, Penn.

Equipment and Materials
(Continued)

the oil bath and in the plastic compound permit temperatures at both points to be controlled independently and accurately.

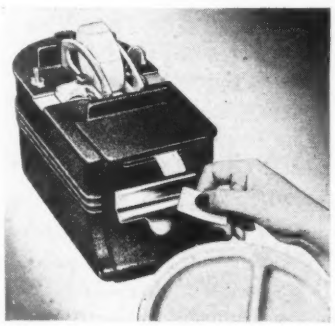
POLYETHYLENE LAMINATE

The Floyd A. Holes Co., Bedford, Ohio, announces the development of a new process for laminating polyethylene film to paper, metal foil and cloth to produce a moisture-barrier packaging material with a wide variety of possible applications. The polyethylene-paper lamination, the company states, might be used for packaging of bulk hygroscopic materials and delicate instruments, as closure liners and as liners for cartons, barrels and other tubular containers. Laminations can be made to papers ranging from a tissue to a medium-weight board and they can be heat sealed on ordinary bar or roller-type heat-sealing equipment, the laminators claim.



ELECTRIC LABEL DISPENSER

An automatic electric label dispenser that mechanizes hand labeling is being offered by the Avery Adhesive Label Corp., Monrovia, Calif. According to the manufacturer, this Kum-Kleen dispenser makes possible production-line labeling speed by delivering up to 100 lineal inches of labels per minute. Individual self-adhesive labels are automatically dispensed, ready for application directly to the product without moistening. A patented self-threading mechanism permits change-over of labels and loading in five seconds or less without the use of spools, reels or cores. Speeds of delivery are set by a rheostat dial adjustment or intermittent operation produced by use of a dual-control foot switch. Light and portable, it operates on either AC or DC current and may be plugged into any convenient outlet.



PERFORATED PRESSURE-SENSITIVE TAPE

Pressure-sensitive tape, perforated crosswise, is now being marketed by Mark'Andy, Inc., St. Louis, Mo. It is available either plain or printed in a wide range of colors. Printing, including reproduction of cuts, may be done in two colors. It is being used, the company reports, for point-of-sale advertising—to be put on retail store shelves, display cases, etc. No dispenser is needed.

DEMIJOHN FILLER

The MRM Co., Inc., of Brooklyn announces a six-spout, 5-gal. (demijohn) filler which is air operated. Each spout has an air cylinder to actuate it individually and the entire filling operation is practically automatic. An operator steps on a

LABELS SEALS WRAPS TAGS

CAMEO
DIE AND LABEL COMPANY
Creative Designers-Printers
Quality Packagings for 24 Years
154 West 14th Street, New York 11, N. Y.
WAtkin 9-8484

FOR BETTER PACKAGING!

PARTITIONS
THAT PROTECT AND SAFEGUARD YOUR PRODUCTS

IMMEDIATE ATTENTION
Given to Requests for Estimates

Prompt Deliveries Guaranteed

Reasonable Prices Assured

WRITE, PHONE, WIRE for QUOTATIONS on YOUR REQUIREMENTS

Manufacturers of Paper Board Partitions

PETER PARTITION CORP.

19-21 HEYWARD STREET
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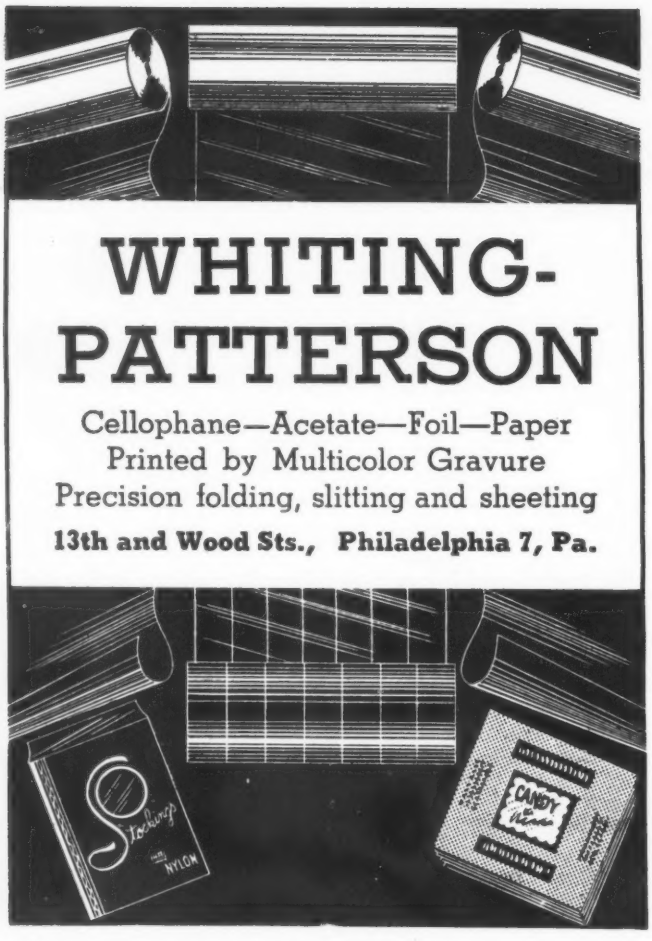


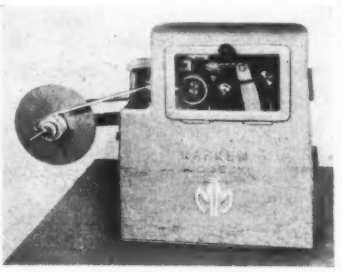
BETTER
FASTER
MORE PROFITABLE PRINTING
75,000 FOLDING CARTON BLANKS PER HOUR!
Send your production samples, let Champlain show you how to do the job—better, faster, more profitably.
NO MAKEREADY
360° RUNNING REGISTER CONTROL
Depend On The Leader
CHAMPLAIN CO., INC.
88 LLEWELLYN AVE., BLOOMFIELD, N. J.
CHICAGO OFFICE: 7 W. Madison St., Chicago 2, Ill.
Rotogravure at its best

Equipment and Materials
(Continued)

foot-operated air valve which raises and lowers the entire filling head. The conveyor brings into position six 5-gal. containers. After being filled, the conveyor carries them off and positions an additional six containers ready to be filled. Filling is uniform by use of an automatic overflow. The spouts are supplied with liquid from a 50-gal. tank connected with the main reservoir. All metal contact parts of the filler are of stainless steel, as is the tank itself, assuring absolute sanitization. The filler is equipped with a 3 ft., 6 in. intake conveyor and 12 ft., 6 in. discharge conveyor.

LABEL AND TAPE PRINTER

Markem Machine Co., Keene, N. H., is offering its Model 12A, a versatile printer, which will print ordinary paper labels, as well as imprint on any pressure-sensitive-backed stock.



The machine is fitted to feed from a blank roll of clear or opaque pressure-sensitive-backed stock, print and rewind neatly into rolls of the desired size. High-quality imprints are said to be obtainable at speeds of 115 per minute and up to 2 by $1^1/_2$-in. printing area on 2- by 3-in. space-outs. The unique slide-in typeholding arrangement accommodates the engraved type, standard electrotypes or rubber plates to suit the users requirements and permits the changing of any or all type in a matter of minutes. The ink for use with the machine is formulated and manufactured in the company's own ink laboratory.

LABELING ATTACHMENT FOR HEAT SEALER

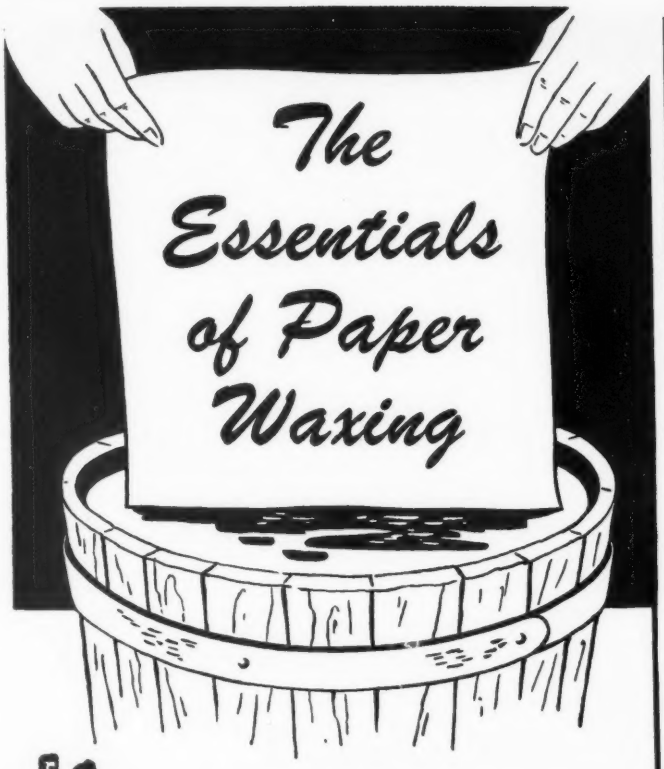
The Wells Mfg. Co., San Francisco, announces a label-plate attachment for use in conjunction with its Thermosealer for applying heat-sealing labels. This aluminum label plate stops wrinkles, it is claimed, since it touches the label only. It is fastened to the base of the heat sealer and held in position by two screws.

NEW NAME FOR MICRO-CUT FLOCKED PRODUCTS

Previously designated as "Stylon" micro-cut fibres, Behr-Manning Corp., Troy, N. Y., announces that its precision-cut flock products will hereafter be designated as "Behrlon" micro-cut fibres. Simultaneous with the name change, which is now being registered, the firm announces improvements in its dyeing techniques and the addition of six new standard colors, all of which are shown on a new color swatch card available on request to the company's Electro-Textile Division.

VINYL CHLORIDE RESINS AVAILABLE

Commercial production of vinyl chloride plastic resins has been started by Monsanto Chemical Co., according to an announcement by the firm's Plastics Division, Springfield, Mass. Present facilities for manufacturing the resin will be followed shortly with calenders to produce both thin- and heavy-gauge film. Both the resins and the film will be sold under the trade name Ultron.



. . . have been on our minds for 33 years

It's been our job to incorporate these essentials, smooth edge-to-edge coating and high gloss finishing, into sturdy economical machines. Our engineers are constantly working to broaden the versatility of each machine and testing new devices to further increase their scope. Although new designs are always under consideration many of our original machines were so soundly designed they are highly efficient after 26 years.

Potdevin roll-to-roll waxers wet or dry wax **paper, tissue** *or* **glassine** *on one or both sides . . . Potdevin sheet waxers handle* **folding cartons, board** *or* **sheet stock.** *Special waxers for heavier roll stocks such as are used for* **drinking cups** *and* **straws.**

POTDEVIN

POTDEVIN
MACHINE CO.
1244 — 38th Street
Brooklyn 18, New York

WRITE US ABOUT YOUR CONVERTING PROBLEMS

These are foils for first-class confectionery designed by English craftsmen and superbly printed. They will add immeasurably to the sales appeal of your products. Sterns also specialise in foils for the tobacco, dairy, chemical, ice cream, and many other industries. Plain, coloured, fancy, waxed or glue paper backed sheets, and reels for automatic machines.

ALUMINIUM FOILS

Send for assorted Parcel £3.3. O d or U.S. $13.00

H·C·STERN
CRAVEN HOUSE · 121 KINGSWAY · LONDON · ENGLAND

Plants and People

Henry J. Howlett has resigned as secretary of the American Management Assn., a post he has held for the past 13 years, to become president of **Container Laboratories, Inc.,** packaging and packing engineering consultants, Chicago. Mr. Howlett succeeds the late E. A. Throckmorton, Jr. The firm, founded in 1923, is one of the nation's largest organizations serving packaging suppliers and users as consultants and is the originator of many package-testing devices and methods now used by the industry. As secretary of AMA, Mr. Howlett was active in the administration of the conference, research and membership service programs of the association. He also directed the AMA's National Packaging Exposition and Conference held each year. Mr. Howlett will continue to be active in these functions as a member of the Planning Council of AMA's Packaging Division. He will also continue to conduct a course in packaging development and production at New York University which he inaugurated three years ago.

H. J. Howlett

J. C. Morris, former director of research and development at **The Ohio Boxboard Co.,** Rittman, Ohio, has been promoted to assistant production manager. The company also announces the addition of four salesmen to its territory sales offices: **David Schirmer,** New York office; **William R. Hendricks,** Columbus, Ohio; **A. B. Killeen,** Toledo; **Erwin Johnson,** Cleveland. All four salesmen were formerly attached to the company's home office.

The Taber Instrument Corp., manufacturer of precision equipment, North Tonawanda, N. Y., has appointed **Loring G. Calkins,** industrial engineer of 583½ S. Ogden Drive, Los Angeles, as their West Coast sales representative of plastic fabricating machinery and equipment.

Mack Rapp, sales manager of the Industrial Division of **Detecto Scales, Inc.,** Brooklyn, has been appointed vice president in charge of company advertising and publicity.

Edwin J. Heimer, former president of Barrett-Cravens Co., has joined **Clapp & Poliak, Inc.,** New York exposition management firm, as vice president in charge of its newly opened San Francisco office. Mr. Heimer has been active in exposition work for a number of years and directed the campaign which won the Barrett-Cravens company the Associated Business Papers 1946 industrial award. Clapp & Poliak conduct some of the nation's largest industrial shows, including the American Management Assn. Packaging Exposition and the Western Packaging Exposition. The new San Francisco office of the firm will direct industry shows in the Western area.

E. J. Heimer

Announcement has been made of the appointment of **John M. Carr** to the sales staff of **Herbert A. Post, Inc.,** makers of packaging materials, New York.

Stecher-Traung Lithograph Corp. of Rochester, N. Y., and San Francisco, Calif., and **Rode & Brand,** New York lithographers, jointly announce an association between the two companies. Although each of the firms will retain its separate identity, personnel and plants, Rode & Brand will act as sales associates for Stecher-Traung in the New York metropolitan territory.

Milprint, Inc., Milwaukee, packaging convertors, printers and lithographers, have announced the appointment of **Jim Baker Associates, Inc.,** Milwaukee, to handle its advertising.

The Plume & Atwood Mfg. Co. of Waterbury, Conn., makers of cosmetic and other containers made of metal, announces the appointment of **Paul R. Curtis, Jr.,** to the post of general sales manager and **Ernest C. Britton** to the newly created position of sales engineer. Mr. Curtis, until recently assistant sales manager of The Silex Co., is engaged in a complete reorganization of sales methods and practices. Mr. Britton, formerly with Veeder-Root, Inc., will coordinate sales and production activities and develop new outlets for Plume & Atwood products.

Gregory's of Liverpool, Ltd., Liverpool, England, paper converters, have announced their amalgamation with **Brown & Bibby, Ltd.,** old established label and carton printers. The two concerns will continue to operate separately for the time being, but it is intended in the near future to transfer all operations to Speke, England. **R. H. Gregory** will join the board of Brown & Bibby.

Dr. Carlyle G. Caldwell, a member of the research staff since 1940, has been appointed research director of **National Starch Products, Inc.,** New York. Dr. Caldwell will continue to direct the extensive starch, synthetic polymer and adhesives research programs of the parent company and its **National Adhesives Division.**

C. G. Caldwell

L. Klempner

National Starch Products has also announced the appointment of **Lester Klempner** as field manager of the Midwestern Division, with headquarters at the company's Chicago office. Mr. Klempner organized the Atlanta branch office for National.

Fred Eastwood, who has represented National at Memphis, Tenn., has been appointed to take charge of sales in Atlanta. **John Noone,** who was working out of the Philadelphia office, is now located at Memphis.

Mar Carter, industrial designer and sculptor of Chicago, announces a new ceramic service for exclusive-design containers in the cosmetics and perfume field and re-use containers in other fields.

Monsanto Chemical Co., St. Louis, Mo., has announced the transfer of **William F. Roberts** from Springfield, Mass., to the firm's Los Angeles office. Mr. Roberts, who has

Packed to attract

Knitwear buyers are quick to note the advantages of displaying matched accessories in Kodapak Sheet.

This sparkling, plastic packaging material shows off merchandise at its most attractive best . . . keeps it looking fresh, clean, salable. For Kodapak Sheet is optically clear, durable, and gives excellent protection from shop wear, dust, and handling.

Kodapak Sheet is supplied in two basic forms: Kodapak I, cellulose acetate, in gauges to 20 thousandths (0.020″); Kodapak II, cellulose acetate butyrate, in gauges to No. 200 (0.00200″).

The extensive facilities of the Kodapak Demonstration Laboratory in Rochester are available to show fabrication possibilities and practical uses of Kodapak Sheet. Write for an appointment.

Cellulose Products Division

Eastman Kodak Company, Rochester 4, N. Y.

FOR THE DISPLAY YOU WANT... THE PROTECTION YOU NEED

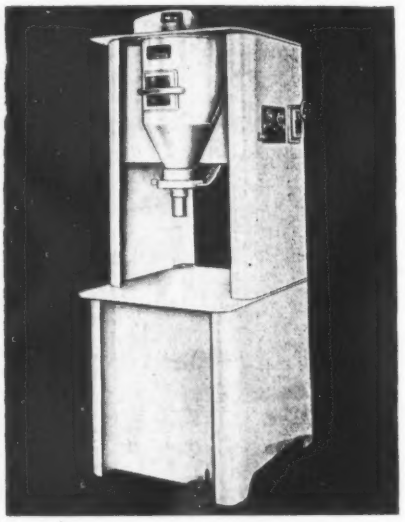
Kodapak Sheet

"Kodapak" is a trade-mark.

Kodak

in a maze?
since 1888 we have been "helping you out" in the development and manufacture of hand made and machine made set-up boxes. Call on us . . . no obligation.
OSCAR TRILSCH COMPANY
SALES OFFICE: 366 Fifth Ave., N. Y. 1, N. Y., Tel. LO 4-3328
FACTORY: 150-25 18th Ave., Whitestone, N. Y., Tel. FL 9-2365
REPRESENTATIVES:
Los Angeles, Cal.—A. J. Lurkman, 448 S. Hill St., Vandike 4200
Denver, Colo. — Mullen & Johnson, 407 Mercantile Building

RODGERS OFFERS THE FINEST

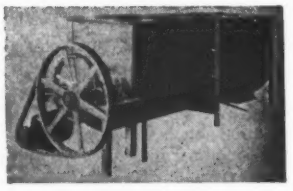


from mixing your product to filling the package.

Reduce costs with Rodgers equipment.

- QUALITY
- DEPENDABILITY
- ADVANCED DESIGNS

Send for our new catalogue. It includes our Tube & Jar Filler Powder Mixers, Pebble Mills, Tube Closer, Syphon Filler, Conveyors, Portable Agitators, Stainless Steel Tanks & Kettles and Fabrications.



GEORGE G. RODGERS CO., INC.
225 West 34th Street New York 1, N. Y.

Plants and People (Continued)

been with Monsanto's Plastics Division since 1925, is now Los Angeles branch manager in charge of plastics.

Stanley R. Howard has been appointed to membership on the board of directors for **Pneumatic Scale Corp., Ltd.,** North Quincy, Mass. Mr. Howard, who has been with the company since 1910, was chief engineer for many years and last March was elected vice president. Taking an active interest in research, invention and development, Mr. Howard has a background of experience in the design and application of automatic equipment for packaging and bottling industries.

S. R. Howard

The recently completed plant of the **Bemis Paper Bag Co.** at Vancouver, Wash., has reached full production and is now completely serving the territory previously served by Bemis plant at St. Helens, Ore., which has been closed down for some time.

R. R. Owen, formerly Rio Grande Valley representative of the **Bemis Bro. Bag Co.** plant in Houston, Tex., has been transferred to the company's general sales department as a field representative, specializing in the promotion of open-mesh bags for fruits and vegetables.

Charles A. Breskin, publisher of MODERN PACKAGING, was guest of honor Oct. 9 in Paris at the Exhibition Dinner held in connection with the second International Packaging Exhibition, sponsored by *Emballages*, the French packaging journal. Mr. Breskin delivered an address on packaging and its significance to American business.

The Package Machinery Co., Springfield, Mass., announces that **Harold Mosedale** of their New York sales staff has been transferred to the East Longmeadow factory in charge of production control.

Cadillac Products, Inc., converters of wrapping materials, are now located at their new plant 2300 Gainsboro, Ferndale, Mich., a suburb of Detroit. An item recently added to the company's line is a new type of wrap for shipment of sheet metal parts, sold complete with metal attaching fasteners.

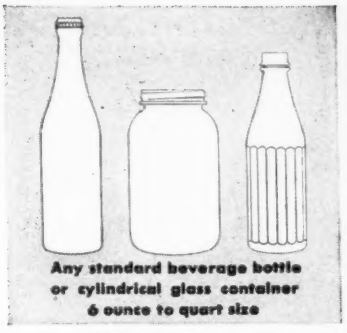
Following the resignation of Charles L. Crowell, former production manager and purchasing agent for the **Union Paste Co., Sidney A. Maddocks** has been appointed as production manager and **Pauline Allen** as purchasing agent. Mr. Crowell left the organization to form the Crowell Carton Co. of Marshall, Mich., with his twin brother, Arnold L. Crowell.

Construction has started on a new manufacturing plant for **Sharp & Dohme (Canada), Ltd.,** in East York Township, a suburb of Toronto. When completed next summer, the new plant will replace the company's present operating facilities in downtown Toronto. The new building, part of an extensive expansion program planned for the drug firm, is designed so that extensions contemplated for the next few years can easily be added.

Packaging Industries, Ltd., Montclair, N. J., has been named by **Acme Backing Corp.,** as their exclusive national

if

your containers look like any of these:

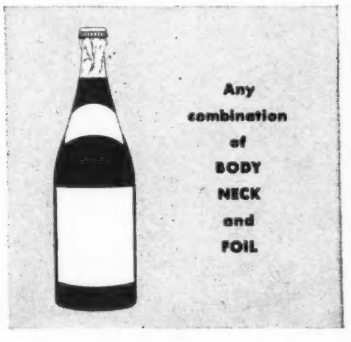


Any standard beverage bottle or cylindrical glass container 6 ounce to quart size

and

your labels look like these:

(and you desire the benefits of fully automatic operation)



then you should investigate the advantages of

ERMOLD

AUTOMATIC *Multiple* LABELERS

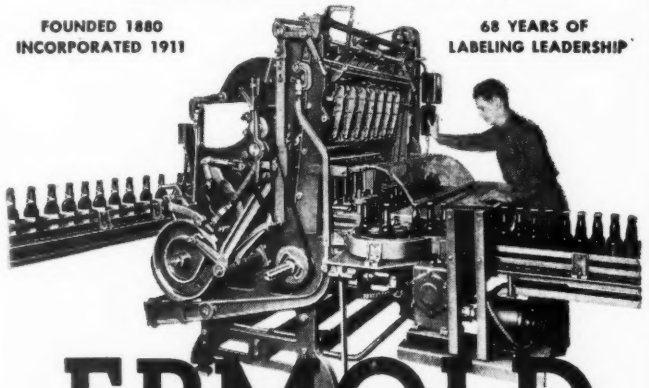
These highly accurate and dependable machines operate on the multiple principle which permits high output at slow machine speed. Result . . . good labeling, minimum breakage, steady output, long machine life, minimum operating attention and low maintenance cost.

An Ermold field representative will be glad to study your problem with you to determine whether Ermold labeling methods will save you money. Ask to have him call.

EDWARD ERMOLD COMPANY
652 Hudson Street, New York 14, N. Y.

FOUNDED 1880
INCORPORATED 1911

68 YEARS OF
LABELING LEADERSHIP



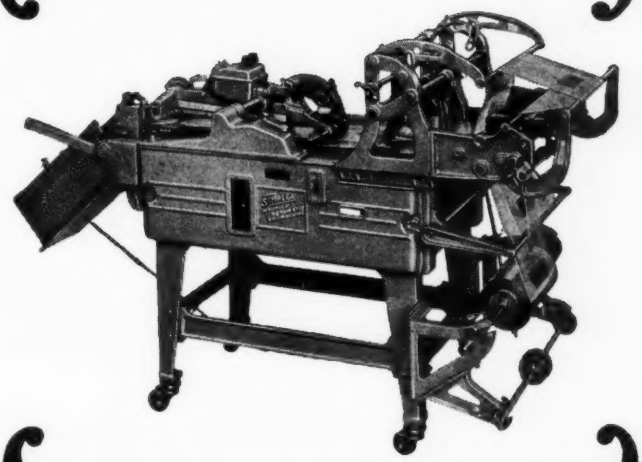
ERMOLD

LABELERS

INCREASE PROFITS

By Making

Your Own Bags!



Nearly every business is run for profit. We increase efficiencies, reduce costs, speed production—all to make a greater profit. Now, if you use bags in substantial quantity, there is a handsome profit slipping through your fingers if you do not make your own. There might be even more profit in bags than in your own products.

Simplex Hi-Speed Automatic Bag Making Machines handle all of the thermoplastic coated materials in rolls up to 30" wide and turn out up to 5000 heat-sealed bags per hour in sizes up to 12" x 20". Buy plain or printed roll stock and make your own—get the quality you want—control your inventory—don't depend on anyone for delivery of bags.

Tell us the sizes of bags you use and the quantities, and the prices you pay, and we will submit some interesting figures to you. It's a promise. Write us today.

Simplex

WRAPPING MACHINE COMPANY
534 23RD AVENUE · OAKLAND 6 · CALIFORNIA

ROTOGRAVURE CYLINDERS

A Complete Service
All Under One Roof and
One Management Responsibility

- Cylinder Machining
- Copper Depositing and Polishing
- Photography and Art Work
- Cylinder Engraving
- Hard Chromium Plating

CHAMBERS-STORCK COMPANY, INC.

751 North Main Street
Norwich, Conn.

GOOD ADDRESS LABELS
ARE
GOOD ADVERTISING

Here's how to get advertising value from the labels you put on envelopes and packages that go to customers and prospects...

Ask us to submit individualized multi-color designs . . . Take your pick . . . The design you choose, printed in 2 or 3 smart colors, will cost just slightly more than an ordinary "sticker" that can create a poor impression of your company.

We'll print your labels in roll, pad or flat form on fine paper stock backed with an excellent adhesive.

Write for samples and prices.

Miller AND Miller INC

136 MARIETTA ST.
ATLANTA, GA.

4006 PACIFIC AVE.
TACOMA, WASH.

Plants and People
(Continued)

distributors and consultants for their packaging materials. A joint program is being developed involving the expansion of markets for overseas packaging materials as well as for the domestic protective packaging field.

William H. Allen, sales manager for cartons, has been elected vice president of the **United Board & Carton Corp.,** New York. Mr. Allen, who joined the company last year, will continue in charge of carton sales. Before becoming associated with United, he was with the Sutherland Paper Co. for a number of years. A specialist in the field of folding cartons, Mr. Allen has designed several merchandised food packages for which he holds patents.

W. H. Allen

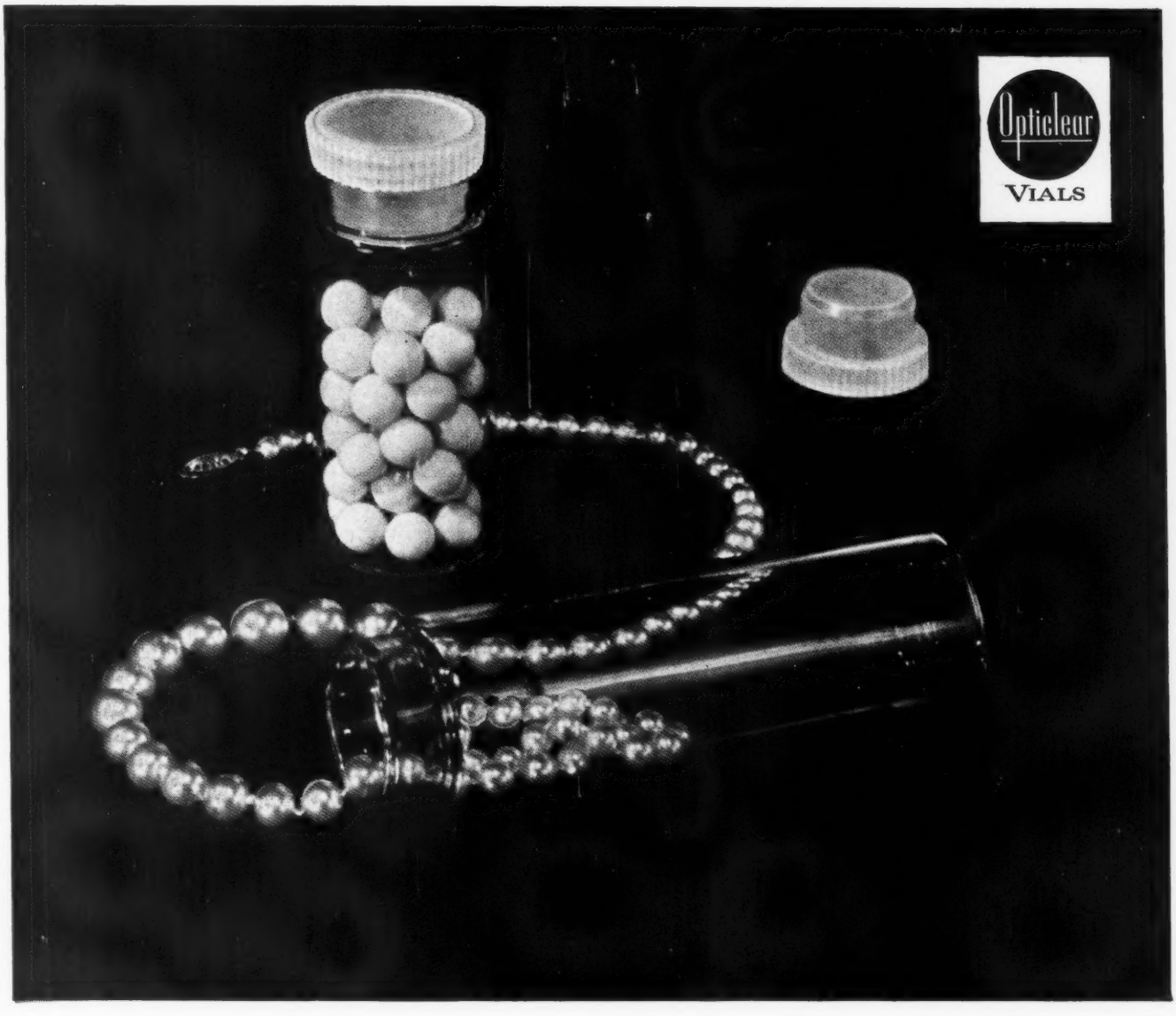
Melvin Wagner has resigned as director of research and development of United Board & Carton Corp., to join **Packaging Industries** as a partner in the firm. Mr. Wagner, who has had 15 years' experience in the packaging and package machinery field, was associated for some time with Thomas M. Royal & Co., where he developed the Flav-O-Tainer package.

Liberty Cartons, Inc., Steubenville, Ohio, announces the appointment of **Ray W. Marshall** and **Charles S. Abbott** as folding cartons sales representatives. Mr. Marshall was formerly with Ohio Boxboard and United Board & Carton Corp. Mr. Abbott was previously associated with Folding Cartons, Inc., and Robert Gair Co.

W. Braun Co., Chicago, producers of glass containers, announce the appointment of **Martin J. Tauger** to its Eastern office, with headquarters at 595 Fifth Ave., New York. Mr. Tauger will devote himself to the ceramic decorating and plastic closure departments. He previously headed the purchasing activities of Revlon Products, Chen Yu and The Lander Co., and has a knowledge and background of packaging and merchandising problems in the cosmetics field.

Bjorksten Research Laboratories, Chicago, has leased 7,500 sq. ft. of space at 323 W. Gorham St., Madison, Wis., which will be remodeled for use as an additional research laboratory. Main offices of the firm remain in Chicago and its laboratory there will continue to operate. The new space will decentralize activities and provide an additional research center. The Bjorksten organization specializes in development work on a contract basis for industrial sponsors.

Merger of **The Resinous Products & Chemical Co.** with the **Rohm & Haas Co.** has been approved by the stockholders of both companies. The following officers were named: **Otto Haas,** president; **Duncan Merriwether,** executive vice president; **C. E. Andrews, A. L. Blount, R. A. Connor, L. W. Covert, D. S. Frederick, E. L. Helwig** and **L. Klein,** vice presidents; **S. C. Kelton,** secretary; **W. T. McClintock,** treasurer; **J. F. Bergin, P. J. Clarke** and **William Kohler,** assistant secretaries; **T. V. Monahan** and **George Schnabel,** assistant treasurers. Directors of the company are **Otto Haas,** chairman; **E. C. B. Kirsopp,**



Classic Beauty in vial design
with the new positive re-seal

• Here is lustrous, flawless glass in the desirable "ethical" shape, plus a distinctive new translucent stopper . . . combined in an eye-catching container which assures flattering display and ready acceptance of your product.

Here is maximum utility! The straight sides and wide neck simplify filling. The smooth fit of the stopper allows removing and replacing in two easy movements.

Here is the tightest seal against moisture penetration Kimble has ever developed! Even after removing and replacing the resilient stopper many times, its re-sealing ability is so nearly perfect that there is no trace of moisture penetration to the most absorbent of tablets or powders.

You'll want to examine and test Opticlear Vials with your own products. We'll be glad to send you a sample set. Please mention type of product and sizes of vials needed.

SPECIFY KIMBLE FOR ASSURANCE OF CONTAINER QUALITY

KIMBLE GLASS TOLEDO 1, OHIO
Division of Owens-Illinois Glass Company

WRAP-ADE.....
Continuous Sealer

SEALS FAST
SEALS TIGHT

THE Wrap-Ade Continuous Sealer heat seals as many as 75 thermoplastic coated bags per minute. Each bag receives a uniform, moistureproof heat seal. The unit is ideal for all bags packed on a conveyor system which automatically carries the filled bag into the sealing rollers.

Nearly five feet long to provide sufficient heat-dwell for perfect sealing, the Wrap-Ade Continuous Sealer may easily be raised or lowered to allow for bags of various sizes. A device is available to give the bag an extra fold before it is sealed.

Write today for complete specifications.

WRAP-ADE MACHINE CO., INC.

778 Bergen Street Brooklyn 16, New York
Phone: NEvins 8-8052

Acetate Display Boxes

SHOW SELL YOUR MERCHANDISE

The forceful selling power of these gleaming, drawn acetate display boxes will mean faster turnovers, larger profits. A crystal clear dome reveals and enhances the details of your product, yet keeps it unsoiled. Quick openings of various designs make it easy for customers and dealers to examine the merchandise without fumbling with complicated catches. Platforms that provide a variety of effects are available.

These sales compelling acetate display boxes and others of special design are adaptable for packaging many products. And because they are mass produced, they can be delivered in quantities.

Samples of your product forwarded with your inquiries, will save unnecessary delays in quoting.

PA PLASTIC ARTISANS, INC.

70 Westchester Ave. White Plains, N. Y.

Plants and People
(Continued)

vice chairman; **William W. Bodine, R. A. Connor, L. W. Covert, D. S. Frederick, W. J. Friedman, F. O. Haas, John C. Haas, S. C. Kelton, L. Klein** and **Duncan Merriwether.**

The relationship between the two firms prior to the merger had been very close. Controlling stock interest in both companies was held by the same group and manufacturing and selling operations were interrelated. The merger, it is believed, will result in a simplification of operations.

Milton Schor has been appointed director of the Research and Development Division of **A. H. Wirz, Inc.,** manufacturers of collapsible metal tubes, metal and plastic specialties. This addition to the Wirz staff is part of the company's plans to improve its packaging services. Mr. Schor is a chemical engineer, an authority on various phases of packaging, particularly collapsible tubes, and a contributor to the literature of this division of the industry. He was the author of the article, "Testing Collapsible Tubes," in the Feb., 1948, issue of MODERN PACKAGING. For the past five years Mr. Schor was with the Colgate Palmolive-Peet Co. in the research and development phases of tube packaging.

M. Schor

Minnesota Mining & Mfg. Co., St. Paul, Minn., has announced the promotion of **Harvey J. Livermore** to staff manager of process development, working on the staff of the vice president in charge of production. **Robert W. Adam,** formerly tape production superintendent, has been named production manager of the Scotch Tape Division.

Nathan A. Rothstein, manager of the New York office of the **Folding Paper Box Assn. of America,** announces that the law firm of Barshay, Frankel & Rothstein has been dissolved. He has formed a new law partnership under the firm name of **Rothstein & Amreich** with offices at 521 Fifth Ave., New York, where he will continue to represent the Folding Paper Box Assn.

Arthur G. Alter, formerly with Revlon and Houbigant, announces independent offices for package design and merchandise planning at 8 W. 56th St., New York. Among his clients are Universal Laboratories and Clairol, Inc.

Frederick C. Gifford of Chicago, former executive and director of **Acme Steel Co.,** died at his summer home on Delavan Lake, Wis., on Sept. 4th. Mr. Gifford came to Acme in 1918 after serving as secretary of the National Wooden Box Assn. and emergency director of the wooden box industry during the first World War. Mr. Gifford, who was first vice president at the time, retired from Acme Steel Co. in 1941 because of ill health.

Philip L. Berquist, manager of industrial product sales for the **Wood Conversion Co.** of St. Paul, Minn., was killed in a recent airplane crash.

Puzzled by a Surface That's Hard to Print?

Whenever you come up against a surface that's hard to print—whether it's new to you, or a tough old hide you've had trouble with before—try "keeping in touch" with IPI. We've developed inks for printing on plastic sheeting, metal foils, plastic-coated papers such as Kromekote, plasticized cellophane, acetate, and glassine. We have other inks for molded and extruded plastic containers, and glass. Just "Keep in Touch."

IPI, Anilox, and Vaposet are registered trade-marks of Interchemical Corporation

Smart Package Men Don't Gamble on This Wheel!

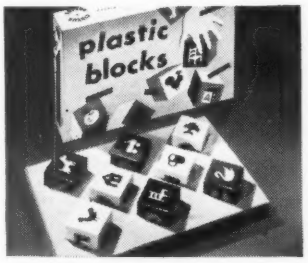
If there's one wheel a smart packaging man won't gamble on it's the hue circuit. He knows by instinct and experience that the "right" colors are not chosen for color alone but also for the certainty with which they can be matched in printing inks with the proper resistance to deteriorants. Result—he doesn't gamble; calls in his printer early, gives him an opportunity to bring his ink supplier into the picture.

IPI • DIVISION OF INTERCHEMICAL CORPORATION • 350 FIFTH AVE., NEW YORK 1 • ADDRESS INQUIRIES DEPT. MP10

PLASTIC BLOCKS A HIT AT TWO IPI EXHIBITS

Popular exhibit at the IPI booth at this year's packaging shows was the above set of plastic blocks made by J. Donald Biever of Philadelphia.

Blocks are hollow molded acetate, silk screened in 6



colors with about one hour between applications. Blocks are not sprayed or lacquered after screening. Inks were supplied by our Philadelphia office—including the Vaposet inks used to print the bright boxes. Yes, we have inks for *all your requirements*, too!

ESPECIALLY TRUE IN PACKAGING is the slogan adopted by the National Association of Printing Ink Makers, "Your Best Salesman—Printing Ink." Above is reproduction of first advertisement in Association's new promotion program in advertising trade publications.

"TEN TIMES BIGGER IN TEN YEARS—MISS ANILINE, HOW YOU'VE GROWN!"

Matter of fact, to appreciate aniline printing's development, it might be interesting to go back some twenty years.

At the time, an unusual method of printing gained a foothold in America. It permitted the use of compact, fast, and inexpensive presses, and economical rubber plates. The inks, which had been developed in Germany, were made principally of aniline dyes dissolved in alcohol. From these inks, the process derived its name, aniline printing.

Aniline printing was first used by bag manufacturers who saw, in the quick-drying inks, a means of printing and converting absorbent paper into bags in one operation.

Then in the 1930's opportunity knocked at aniline's door. Cellophane, glassine, and other non-absorbent packaging materials came into vogue. Conventional oil inks dried too slowly on these surfaces. Quick-drying aniline inks held promise but at that time were not opaque enough.

At this point, IPI instituted an aniline research program which led to the development of its 100 per cent pigmented, opaque Anilox inks and its Anilox system of controlled, uniform ink distribution on the press. Result—sharper printing, higher gloss, greater opacity, lightfastness, and resistance to abrasion. Aniline printing began its amazing growth.

How rapid has this growth been? Roughly ten-fold in ten years according to the amount of ink consumed. We say, "Hat's Off," to a gal who is growing up—*beautifully!*

WE'RE NICKNAMING THIS L'IL FELLOW, "VAPOSET"...

... because he "sets in water" so strikingly. That's just what our Vaposet inks do... set in water... and instantly make an impressive appearance. We don't know whether this l'il fellow gets relief from B.O. with his "water set" (we wouldn't want to get that close), but we do know our Vaposet inks are delightfully odor-free.

PACKAGE INK SCENES FEATURED IN NEW IPI SOUND & COLOR MOVIE

Latest film on printing ink is the just-completed IPI sound and color movie, "Rainbows to Order."

"Rainbows to Order" tells the story of the painstaking

"Rainbows to Order" takes you, via the movie camera, behind the scenes in today's modern ink research laboratories and manufacturing plants.

research which precedes the development of modern printing inks, especially packaging inks with their unusual requirements as to resistance to deteriorants.

"Rainbows to Order" is available for showings to package production groups. Bookings can be arranged through your nearest IPI office, or through the IPI Promotion Department.

***Scene 36 of "Rainbow to Order."* Narrator, "Mrs. Housewife may be attracted to brand names for her butter and bacon and soap, but it wouldn't take long for her to choose which of these bars of soap she would prefer for her bathroom."**

PACKAGED IN VisQueen* FILM

and "General Cement" does the same with 400 other metal electronic and hardware parts!

Big volume producer of tools, kits and accessories for the radio, television, electrical, automotive and hardware fields, General Cement Manufacturing Company had a problem. They had to find more efficient packaging for their wide variety of small metal products.

Packaging had to be very strong—to withstand impact of sharp metal parts. And it had to be transparent—for "see it—buy it" appeal, as well as convenience for the user.

Like many another manufacturer, General Cement found the answer in Visqueen Film. It is strong, with great tear-resistance. It is waterproof, non-sticking, chemically inert—and sealable with heat. For ALL the facts that tell why Visqueen Film is called "perfect for packaging"—write us today!

Every packaging problem is admittedly different. But no matter how different or difficult yours may be—there's a strong chance that Visqueen Film can help you lick it. For speedy cooperation—write today!

Rotary Display
Patented by
General Cement

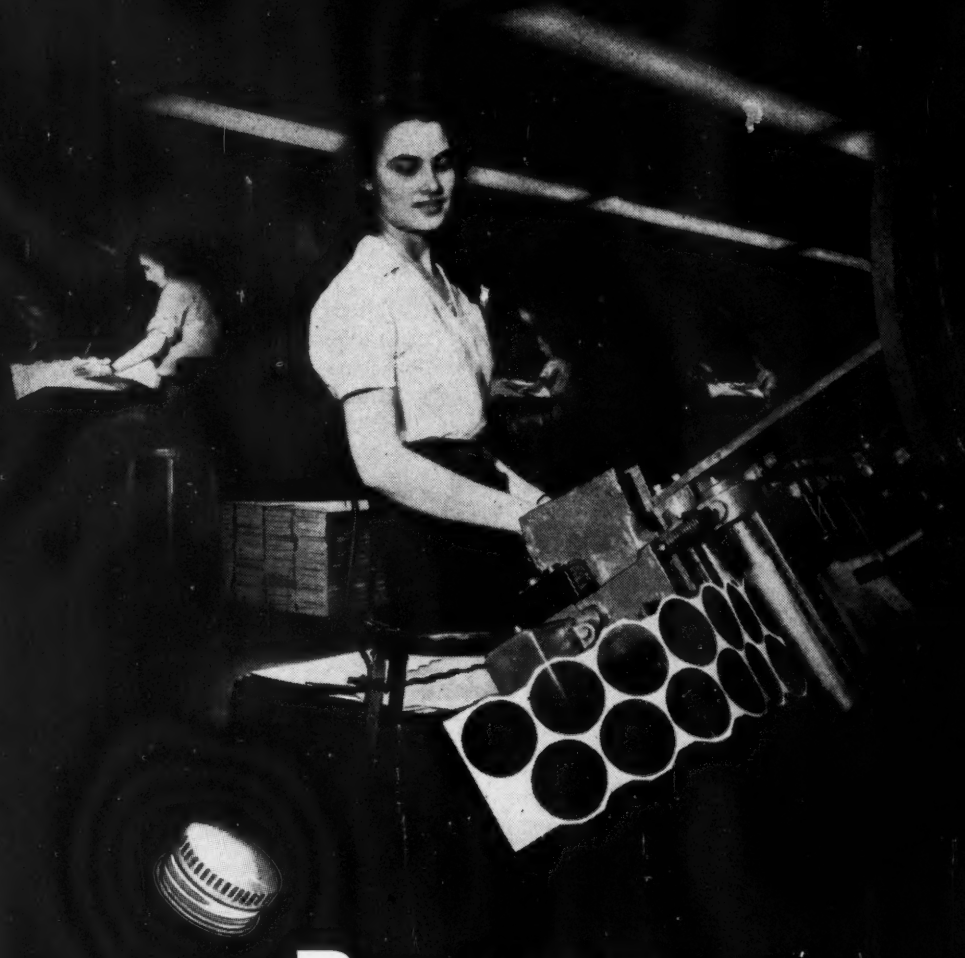
PURE, TASTELESS, ODORLESS

VisQueen* FILM

A Product of The Visking Corporation, Preston Division, Terre Haute, Ind.

*T.M. The Visking Corporation

FACILITIES FOR QUALITY PRODUCTION *



BERNARDIN
Metal Closures

Have you ever seen fine closures made? To go through the Bernardin plant in Evansville is to see for yourself the tremendous resources in men, machines and materials required to make the millions of Bernardin Closures used each year. Bernardin Bottle Cap Company, Evansville, Ind.

Since 1881—America's First Manufacturer of Metal Closures.

* Pictured—High speed automatic presses stamp and form Bernardin Closures with machine-gun rapidity.

For Your Information

The annual fall meeting of the **Waxed Paper Institute** will be held at the Congress Hotel in Chicago on Oct. 29. The meeting is industry wide, open to all manufacturers of waxed paper. Plans for the 1948–49 waxed paper national merchandising program will be presented by **H. L. Bills** of the **Saniwax Paper Co.** and **Howard H. Monk** of **Howard H. Monk & Associates.** An open discussion on the statistical program, lead by **T. H. Osborne** of **Zimmer Paper Products Co.,** is expected to bring out information on the current supply-demand situation. **M. M. Bartley** of **Rapinwax Paper Co.** will discuss industrial relations and **G. P. Lamb** of the law firm of **Kittelle & Lamb** will speak on recent developments on delivered price merchandising.

Clarence Francis, chairman of General Foods Corp., has been named chairman of the **Associates, Food and Container Institute.** The Institute is a non-profit organization with headquarters in Chicago that cooperates with the Armed Forces by applying fundamental research to food and container problems. Formation of the Associates came about after the war, when research men of the Quartermaster Food & Container Institute, private companies and educational institutions decided that fundamental research should be maintained for emergency as well as current use. Results of this cooperative research are expected to go far in giving the answers to problems of food supply and preservation under varying conditions.

Manufacturers of packaging equipment and materials will be represented at the **Dairy Industries Exposition** in Convention Hall, Atlantic City, Oct. 25 to 30. **The Anderson Bros. Mfg. Co.,** of Rockford, Ill., will be an exhibitor.

A course in **Package Development and Promotion** is being offered by **New York University's Division of General Education.** Prominent guest speakers from industry will deliver the 15 lectures scheduled for Tuesday evenings, Sept. 28, 1948, to Jan. 24, 1949, from 6:15 to 8.00 o'clock at 100 Washington Square, East, New York. The course is intended for production men, sales and advertising personnel, purchasing agents, management and all those having a professional interest in packaging materials and package products. Each meeting will be followed by a discussion and question period under the guidance of **Henry J. Howlett,** president of **Container Laboratories, Inc.** Fee for the course is $30; single lectures, $2.50.

The Third National Frozen Food Industry Convention and Exposition, to be held at the Stevens Hotel in Chicago, March 6 to 10, 1949, will feature exhibits of all types of frozen food products as well as equipment, machinery and supplies used in packing and distributing them, according to the **National Assn. of Frozen Food Packers.** In prior years frozen food products have been only an incidental part of the Exposition. Inclusion of merchandise exhibits is expected to increase the value of the Exposition.

Dan Parsons has been named executive director of the **Super Market Institute.** Mr. Parsons, who resigned as vice president and director of the Federal Advertising Agency to accept his new post, has been closely identified with the Institute since its organization over 11 years ago. For the past two years he has supervised Federal's service to the Institute as public relations counsel.

Controlled packaging is described in a new 8-page catalog on weighers and fillers manufactured by **Weigh Right Automatic Scale Co.,** Joliet, Ill. Copies of Catalog No. 48 are available from the company on request.

Packagers and processors of food products will find many suggestions for effective plant layout, proper selection of packaging materials and the maintenance of packaging machinery in the new book, **"Food-Plant Sanitation,"** by **Milton E. Parker,** counselor in food production development and professor in charge of the food technology program at the Illinois Institute of Technology. Enlightening information on the requirements of the Federal Food, Drug and Cosmetic Act are contained in the 450-page book. Publisher is McGraw-Hill Co., Inc.; the price, $6.

The fourth volume of *Publicite et Arts Graphiques 1946/47,* a review on advertising and graphic art in Switzerland, has just been published. Every year this attractive and informative publication arouses much interest among industrial users of advertising, as well as in the advertising field. The latest book contains a large selection of color reproductions and some 400 black-and-whites, recording the best graphic art specimens of Swiss designers, agencies,

What's doing

Oct. 13–15—**Packaging Institute,** 10th annual forum, Hotel Commodore, New York.

Oct. 13–16—**National Assn. of Retail Druggists,** Golden Anniversary Drug Show, Convention Hall, Atlantic City.

Oct. 18–19—**American Management Assn.,** production conference, Drake Hotel, Chicago.

Oct. 25–30—**Dairy Industries Exposition,** Convention Hall, Atlantic City.

Oct. 25–28—**TAPPI's Third Engineering Conference of the Pulp & Paper Industry,** Statler Hotel and Westinghouse Auditorium, Buffalo, N. Y.

Oct. 27—**National Pickle Packers Assn.,** annual meeting, Sheraton Hotel, Chicago.

Oct. 29—**Waxed Paper Institute,** annual fall meeting, Congress Hotel, Chicago.

Nov. 4–5—**American Society for Quality Control,** Third Midwest Quality Control Conference, Sherman Hotel, Chicago.

Nov. 15–17—**Grocery Mfrs. of America,** Waldorf-Astoria, New York.

Nov. 22–23—**Tri-States Packers Assn.,** annual convention, Traymore Hotel, Atlantic City.

The best RIGID PLASTIC BOXES are Injection Molded by TRI-STATE

NOTICE: We are the sole inventors and originators. Patents have been applied for on all these designs and infringers will be prosecuted.

NOT ONLY BEST, BUT...

...less expensive too. The injection molding process eliminates the high costs of fabrication while a durable, more attractive package is achieved. Millions of these wonderful rigid plastic containers are selling across thousands of counters throughout the nation.

WE WERE FIRST, BECAUSE...

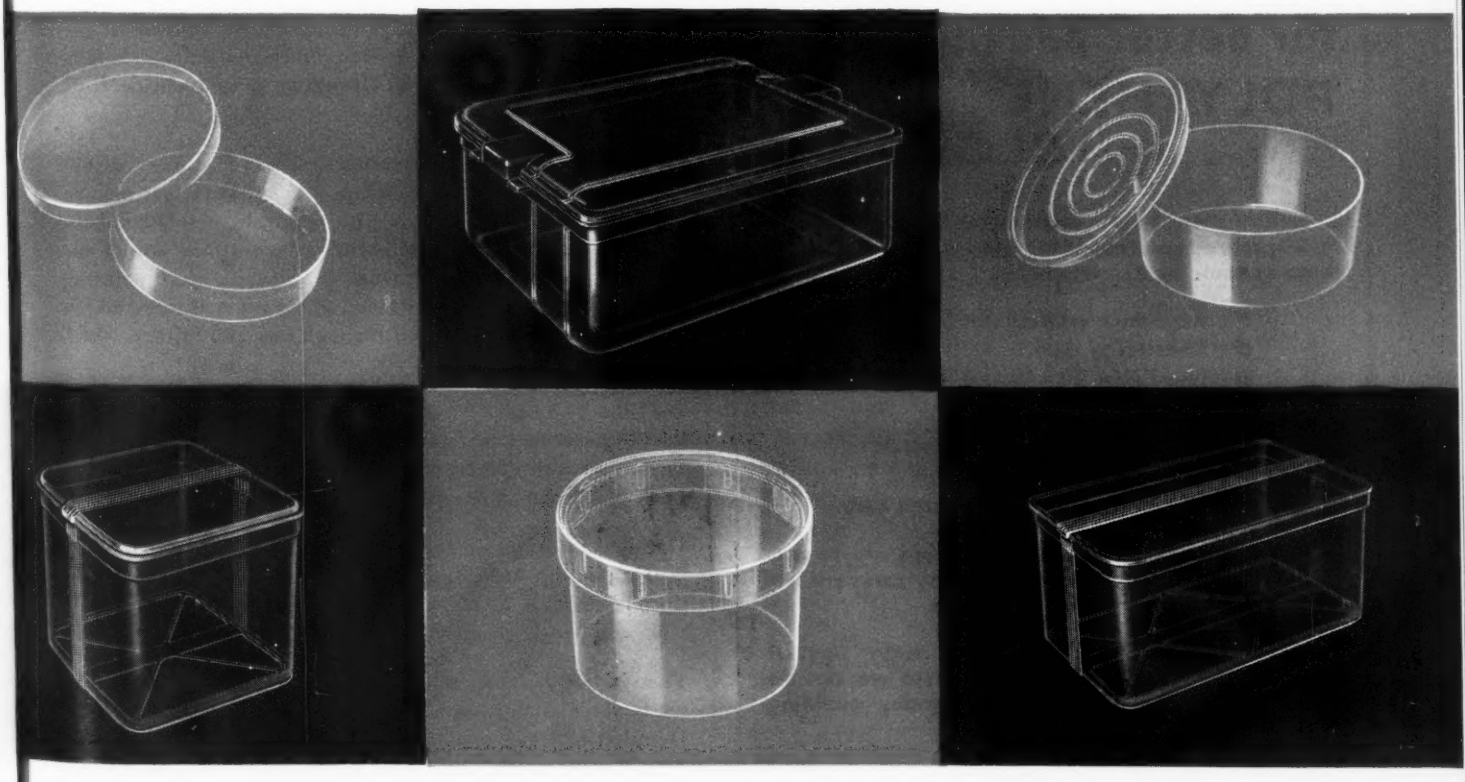
...we took the initiative. We tested and studied until the precise technique of injection molding rigid plastic boxes was developed. Got to be good to be first, and we intend to stay first because we are completely conversant with the problems of producing these containers.

DOUBLE DUTY PACKAGES...

...preserve, protect and display merchandise. Non-toxic, odorless, shatterproof, dimensionally stable packages. One piece, no cemented sections. Washable and colorful...all the colors of the spectrum ...opaque or clear as polished plate glass. Distinctive merchandise packages. Handy household boxes when empty.

FILL YOUR REQUIREMENTS...

...we are equipped to mold rigid plastic boxes to your specifications or in a wide range of available stock sizes and shapes. Our design and production experience will help you to achieve your exact requirements at the lowest cost.



TRI-STATE PLASTIC MOLDING COMPANY

HENDERSON, KENTUCKY

New York Offices: 12 E. 41st Street—Murray Hill 3-6572

BETTER
FASTER
MORE PROFITABLE PRINTING
18,000 MULTICOLOR SHEETS PER HOUR!
Send your production samples, let Champlain show you how to do the job—better, faster, more profitably.
NO MAKEREADY
VARNISH IN-LINE
Depend On The Leader
CHAMPLAIN CO., INC.
88 LLEWELLYN AVE., BLOOMFIELD, N. J.
CHICAGO OFFICE: 7 W. Madison St., Chicago 2, Ill.
Rotogravure at its best

for better packaging . . .

POLYTHENE CLOSURES

Lumelite plug type, screw type with applicator, regular screw type (needs no liner) are recognized for these outstanding characteristics.

- Resilience assures tight fit
- Chemically inert
- Non-toxic
- Odorless
- Compatible with most products
- Almost no breakage
- Flexibility makes application easy

These polythene packaging innovations are custom molded to your specifications. In many cases are less expensive than other types of closures.

We have designed and produced many unusual closures for various companies. Perhaps we can do the same for your product. Write today outlining your problem.

LC LUMELITE CORPORATION
PAWLING, NEW YORK

For Your Information
(Continued)

photographers and decorators. Of special interest to the packaging field are chapters titled "Packages," "Labels," "Trademarks" and "Showcards," all of which have supplemental texts in English. Publisher is Maurice Collet, Rue Daubin 4, Geneva, Switzerland.

Interest is being created in the new giant paper machine soon to be operating at the **Rhinelander Paper Co.,** Rhinelander, Wis., by a contest to give it a name. The new machine, which will add some 12,000 tons to current production, is a twin of the "Big Swede" installed just prior to the war for turning out glassine and greaseproof papers.

Two brochures are available from **The Dobeckmun Co.,** P. O. Box 6417, Cleveland, Ohio: "Tritect," describing a protective laminated wrap of cellophane and fine wax, and "Zip—And It's Open," telling the advantages of tape openings on various products. Both folders are two-color printed and offer many suggested uses for the products.

The complete and diversified line of precision-built machinery and ovens available from the **American Machine & Foundry Co.,** 485 Fifth Ave., New York, is covered in a comprehensive Buyers' Guide recently published by the company. Specifications, data and capacities of the AMF standard bread wrapper are presented, with descriptions of how the Twin-Pack and Half-Pack parts can be attached to even the oldest models. Copies may be obtained by writing to AMF's Bakery Division.

The complete line of prescription ware manufactured by **Owens-Illinois Glass Co.,** Toledo, will be shown in the company's display at the golden anniversary drug show of the **National Assn. of Retail Druggists** in Convention Hall, Atlantic City, Oct. 13 to 16.

The new **International Printing Ink** color movie, "Rainbows to Order," had its premiere in New York last month. The film tells the story of the research, new materials, factory control and manufacturing operations which are back of today's achievements in printing and printing inks. The movie, available to groups interested in graphic arts, can be booked through any IPI branch office.

Ten types of Standardized conveyor units are described in Bulletin No. 62, "Modern Time and Cost Savers," recently published by **Standard Conveyor Co.** Detailed information and illustrations are presented in the 16-page booklet. Request copies from the firm, N. St. Paul, Minn.

Detailed information on the automatic pallet loader built by **Production Aids, Inc.,** and sold exclusively by **Lamson Corp.,** Syracuse, N. Y., is given in a new bulletin now available. Address requests for copies to Lamson Corp.

The sixth revised edition of the Speed Packing Manual is ready for distribution by **Sherman Paper Products Corp.** Detailed instructions for packing a wide variety of products are accompanied by 199 step-by-step photographs and drawings. It is claimed that packaging ideas outlined in the book can save shippers up to 60% in packing costs. Copies may be obtained without cost by writing to the company, Newton Upper Falls, Mass.

AT LAST! A LOW COST, MONEY-SAVING

Wire Stitcher

PIONEER MODEL "B"

ONLY 35 LBS • 50% FEWER MOVING PARTS

Revolutionary BUILT-IN TIMING! LONG LASTING CARBIDE CUTTERS! SELF-EQUALIZING BRAKE ON SPOOL BRACKET!

Your work area is plainly visible and accessible enabling speedy positioning. Automatically feeds, forms and drives wire through material. Gives operator full use of both hands. Makes 250 stitches per minute up to any speed desired. Built-in timing requires no adjustment. Standard staples ¼"—Special sizes at slightly higher costs. Machines available with any number of heads driving staples a minimum center distance of 2⅛" . . . WRITE FOR LITERATURE TODAY!

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Amber & Hagert Streets • Philadelphia 25, Pa.
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PRECISION-BUILT

Stitching head contains all the moving parts.

WEAR PARTS PRACTICALLY NON-EXISTENT

easy to operate

INQUIRE ABOUT OUR COMPLETE LINE OF WIRE STITCHERS

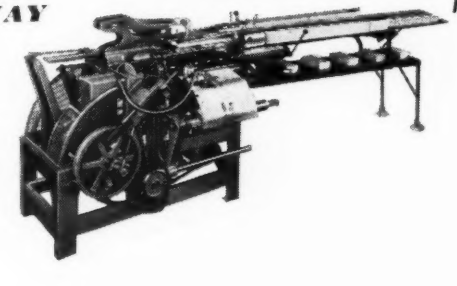
EYE APPEAL *plus* BUY APPEAL

WITH HAYSSEN WRAPPING

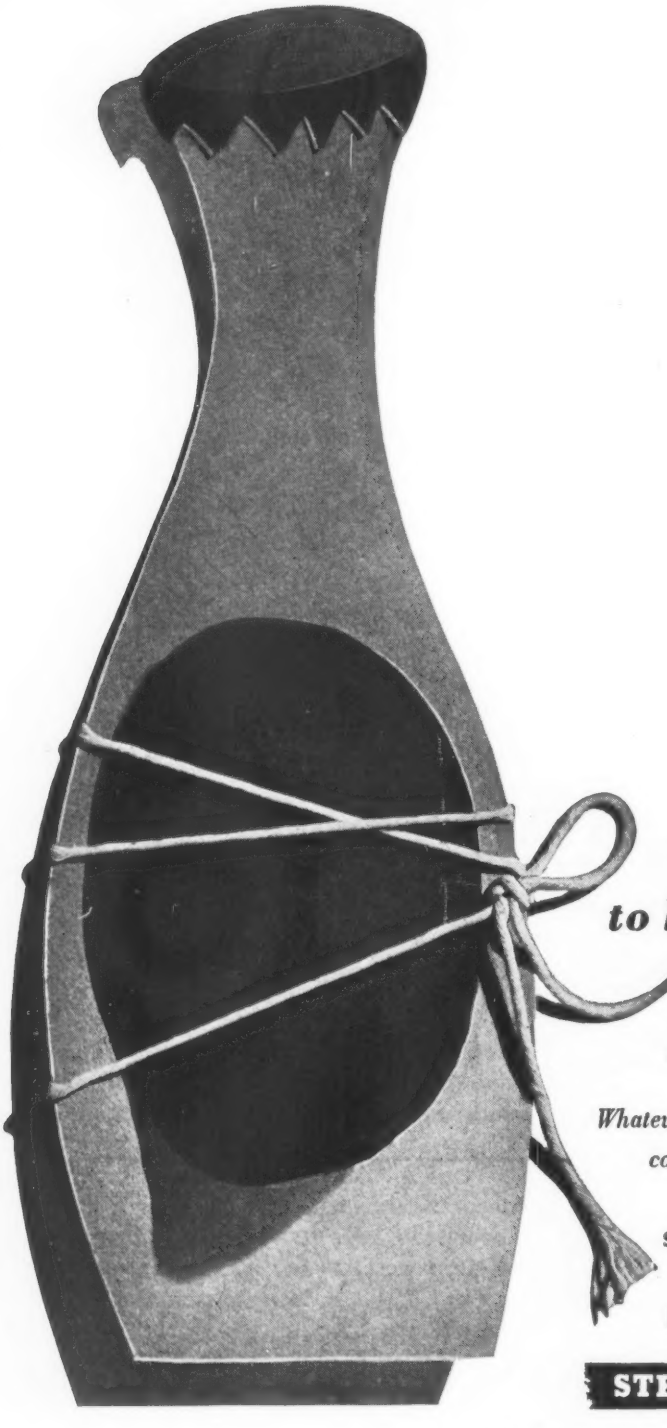
When you place an overwrap around your carton, you expect protection against deteriorating influences from the outside. The type of overwrap you choose depends on the degree of protection you desire. Whether your overwrap is selected from the regular stand-bys or the more recent types, there's a Hayssen machine that will not only give you the protection you desire, but will wrap in such a manner that your overwrap adds to the attractiveness of your package. Good package appearance is so important in today's competitive market. For more than 35 years the Hayssen Company has been manufacturing wrapping machines to wrap many kinds of products. Perhaps, you too, can use a Hayssen advantageously. A letter to the factory, outlining your requirements, will bring specific recommendations. Write today.

HAYSSEN MFG. COMPANY, SHEBOYGAN, WIS.

IT PAYS TO WRAP THE HAYSSEN WAY



Hayssen
ELECTRIC EYE WRAPPING MACHINES



this is one way to keep labels on...

...but STEIN HALL LIQUID ADHESIVES *do it much more effectively!*

Whatever your bottle labeling problems—
cold, wet, hot, greasy
or foil...
STEIN HALL'S *complete line of Liquid Adhesives assures you of the right answer.*
Write for quotations, samples and consultation.

STEIN SH HALL

285 Madison Avenue, New York 17, N. Y.

BOSTON • BUFFALO • CHARLOTTE • CHICAGO • CINCINNATI • DETROIT
LOS ANGELES • NEW ORLEANS • NEW YORK • PHILADELPHIA • PORTLAND, ORE.
PROVIDENCE • ROCHESTER • ST. LOUIS • SAN FRANCISCO • TORONTO, CAN.

They put eye appeal and pleasant feel on Top

DUREZ *Phenolic Plastics* CLOSURES help these Raymond Laboratories bottles say to women everywhere, "I belong on your beauty shelf." Rich in color, clean and pleasant to touch, Durez not only complements the rest of the package with these surface appeals . . . it has many important ones that go deeper. Durez is non-bleeding. It has excellent moldability and conforms easily to unusual shapes. Its impact strength and resistance to moisture and to mild acids and alkalies are also important to the package designer. The wide use of Durez for nationally famous lines suggests that you consider it first for *your* packaging.

We'll gladly work with you and your molder. Durez Plastics & Chemicals, Inc., 2910 Walck Road, North Tonawanda, N. Y.

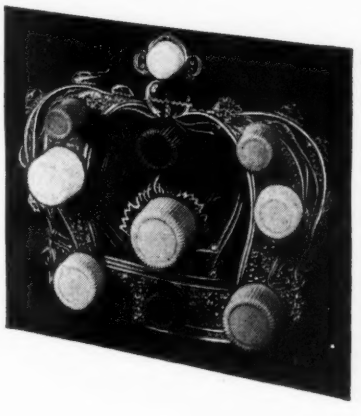
DUREZ

PHENOLIC RESINS

- MOLDING COMPOUNDS
- INDUSTRIAL RESINS
- PROTECTIVE COATING RESINS

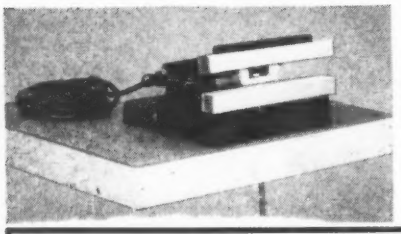
PHENOLIC PLASTICS THAT FIT THE JOB

Among Leading Closure Producers the use of Durez molding compounds is standard practice. Giving its Durez items a prominent place, the Owens-Illinois Glass Co. aptly captions this new display card — "Empress Closures Command Respect."



CONVERTERS and JOBBERS

Here's the Modern Way to Heat-Seal Plastic Film at Low Cost . . . .



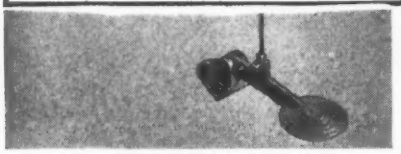
AIR TIGHT
LIQUID TIGHT
MOISTURE TIGHT

With the Foot-Operated

CRIMPMASTER

Model "B" Heat Sealer

- For Extensive Sealing Operations
- Operates on 110 volt A.C. or D.C.
- Approved by Underwriters Laboratory



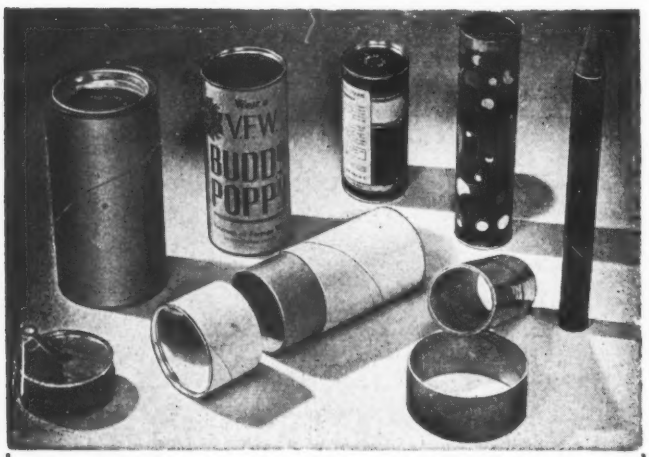
$59.50

RETAIL PRICE

CLEVELAND LATHE & MACHINE CO.

Leaders in Lower-Price Heat Sealing Equipment Since 1936

676 Broadway Cleveland 15, Ohio



ROUND TUBES AND PACKAGES

Available Now!

PACKARD offers spiral-wound round tubes and containers in all conceivable lengths and diameters—drum-shape, long, thin, flat. Sturdy and light-weight, PACKARD containers are perfect for any dry commodity—foods, drugs, chemicals, cosmetics, toys, novelties, insecticides, electrical products, shipping, textiles.

And these low-cost containers are available *immediately!* Whether you choose metal-end or paper-cap, plain or labelled—watch your product go in a PACKARD package.

PACKARD CONTAINER CORP.

5811 Park Avenue West New York, New Jersey

Phone Union 5-5818
New York City Telephone Lo 4-2348

U.S. Patents Digest

Edited by H. A. Levey

This digest includes each month the more important patents which are of interest to those who are concerned with packaging materials. Copies of patents are available from the U. S. Patent Office, Washington, at 25 cents each in currency, money order or certified check; postage stamps are not accepted.

Method of Closing Bag Tube Ends, D. Belcher (to Bemis Bro. Bag Co., Minneapolis, Minn.). U. S. 2,445,757, July 27. The method of closing and sealing an open end of a flexible walled tubular bag body which consists in pressing the walls of the bag end into flatwise relation with the edge walls intucked between the side walls, retaining the contiguous edges of the flattened side walls in flatwise relation, and outwardly bending the side walls along fold lines disposed in substantially parallel relation to the edge walls; a strip of sealing tape placed over all marginal edges of side and end walls and adhering to same to seal the bag against leakage.

Container Closure, J. Robinson, New York, N. Y. U. S. 2,445,802, July 27. In a closure for a container, the combination of outwardly struck portion formed from the metal of the container to form downwardly facing shoulder and outwardly extending tubular part of less diameter than shoulder; a cylindrical spud disposed in tubular part and provided with annular flange which seats against the shoulder, spud having threaded portion which lies above bottom of flange; a gasket seated in same and sealed into liquid-tight, rotationally immovable engagement therewith when a closure plug is threaded into spud in contact with said gasket.

Bag, R. D. Elwell (to Equitable Paper Bag Co., Inc., Long Island City, N. Y.). U. S. 2,446,001, July 27. A bag having a tab extending from one wall beyond the bag mouth, said tab being folded over the bag mouth into parallel relation to the other wall and formed with a return bend to locate the end of the tab adjacent the bag mouth, thereby providing two oppositely directed pockets, a folded sales ticket or the like having a portion arranged in each pocket with one of the tickets projecting beyond the back edge and a tape passing over folded tab with ends of tape fixed to opposite walls of bag.

Face Powder and Puff Container, G. B. Dennis, Kansas City, Mo., U. S. 2,446,080, July 27. A face powder and puff container comprising an open top and open bottom cylindrical body; an internal continuous lip and body intermediate open top and open bottom; a lid hingedly mounted on the body for swinging movement to and from a position closing the open top of the body; on innermost face of lid a formed pocket holds a powder puff.

Holder For Surgical Instruments, J. D. Karle (to The Singer Mfg. Co., Elizabeth, N. J.). U. S. 2,446,155, July 27. A can-like sterilizing container for a surgical stitching instrument having a pair of supporting bars arranged in chordlike position across its open end, a pair of accessory holders each comprising a strip of metal having hooked end adapted to be hung on one of supporting bars and a plurality of split spool-supporting studs projecting laterally from one of accessory holders; a thread-guiding device, a spool-winding device and means for frictionally securing to other accessory holders a plurality of surgical needles.

Bottle Carrier, C. S. Price, Hollis, N. Y. U. S. 2,446,161, July 27. A bottle carrier formed from a wrapper blank of resilient sheet material, shaped and creased to provide side panels, bottom panel intermediate the same, the ends of bottom panel being provided with a bottom tab and locking tongues provided whereby the carrier can be set up by bending side panels from bottom.

Molded Pulp Carton, J. W. Cox (to Shellmar Products Corp., Mt. Vernon, Ohio.) U. S. 2,446,364, Aug. 3. A cellular carton molded to provide a generally rectangular receptacle having side and end walls all connected by a bottom, the area within the receptacle being apportioned off into a plurality of collaterally disposed rows of compartments and a trough-like inner cover hinged along upper margin of one side wall.

Strip Feeder for Wrapping Machines, O. Sandberg (to Lynch Package Machinery Corp., Toledo, Ohio). U. S. 2,446,305, Aug. 3. In a strip feeder for a wrapping machine having a horizontal open-end pocket, a pair of strip-feed rolls and means for cutting a section from a strip fed by said strip-feed rolls when said section is substantially centered in pocket for deposit in and travel with

Announcing a New EXACT WEIGHT Scale~ 75 lbs Capacity. . .

Model #2004

Many post war general packaging operations are now requiring accurate weighing up to 75 lbs. To meet this demand EXACT WEIGHT Engineers have designed, built and thoroughly field tested a new end tower unit (illustrated). The new model #2004 is built on the famous EXACT WEIGHT end tower principle for speed of operation and features: (1) strong construction for hard use (2) base length 30" with dial elevations of either 29" or 35" (3) beam 1 lb X ¼ oz or 2 lbs X ½ oz (4) dial 3" equals 8 ozs over and underweight (5) heavy grilled platter 16" X 16" or 16" circular solid platter. May be equipped with sack rest for special packaging. Can be used in table or low bench operation as work demands. Write for full details covering your weighing problems.

Sales & Service from Coast to Coast

INDUSTRIAL PRECISION

Exact Weight Scales

THE EXACT WEIGHT SCALE COMPANY

222 W. Fifth Ave., Columbus 12, Ohio
783 Yonge Street, Toronto 5, Canada

"The Velvet Touch!"

FLOCK
EMBOSSING CORPORATION

—Excites the Eye and Hand with . . .

RAYON VELOUR PAPERS

26 COLORS • 40" ROLLS

. . . Velvet's lush "stand-in" now a Star attraction —at less than 1/3 the price!

Our COTTON VELOUR PAPERS Are Spotlighted Favorites, Too!

•

27" & 54" ROLLS
17 COLORS
Prompt Delivery

Excel in their sales-appealing art of simulation—Exquisite . . . Effective . . . Durable . . . and *materially* less costly than fabric! Ideal for Product Cartons, Gift Boxes, Decorative Display, etc. Applications limited only by the user's creative imagination!

•

Sold thru Distributors and Paper Merchants from Coast to Coast

•

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U.S. Patents Digest
(Continued)

the pocket, a reel on which the strip is stored, said reel being freely rotatable.

Container and Closure Cap to Be Used Therewith, G. Glocker (to Super-Seal Container Corp., Washington, D. C.). U. S. 2,446,226. Aug. 3. In combination, a container having a mouth and a closure therefor adapted to be hermetically sealed to the mouth of the container by atmospheric pressure upon rarefication of atmosphere in the container.

Package, L. B. Smith, Chicago, Ill. U. S. 2,446,308, Aug. 3. A package comprising a flexible inner container having a spout thereon, an outer reinforcing carton having a plurality of sides, a closure for package with a plurality of flaps hinged to the top edge of adjacent sides of carton, one of flaps having a re-entrant portion through which the spout is adapted to protrude.

Container, P. J. Jensen (to Niemand Bros., Inc., Long Island City, N. Y.). U. S. 2,446,422, Aug. 3. A container with tubular body member with a closure at the bottom, a neck adjacent to the top with longitudinal corrugations terminating in spaced relationship with respect to the top and bottom of neck to form smooth bands at the top and bottom of neck, the neck forming a shoulder and a cap with depending skirt adapted to be seated on said shoulder.

Nursing Unit with Retractable Container Therein, A. M. Allen (to Disposable Bottle Corp., Washington, D. C.). U. S. 2,446,451, Aug. 3. A nursing unit comprising a pliable, disposable container bag closed at its rearward end and open at its forward end and a re-usable end closure for said container bag comprising a relatively narrow collar of rigid material and a nursing nipple attached thereto, said nipple tilting inwardly at steep angle toward the infant's mouth and said container bag being thin enough to have its shape altered by the presence of the liquid therein.

Machine for Pressing Grooves in Paperboard Sheets, A. K. Anders, Johannson, Goteborg, Sweden. U. S. 2,446,594, Aug. 10. A machine for pressing grooves in paperboard sheets comprising front rollers arranged in pairs, one roller of each pair being arranged above the other roller and the pairs of rollers being spaced in an axial direction, groove-forming means on said rollers, pairs of upper and lower rear rollers arranged behind the front rollers, guiding means to give the sheeting a bow shape at points between and in front of the pairs of front rollers, the guide means being arranged to bow the sheet to such extent that after passing the front rollers the bow is maintained in a similar degree during passage of the sheet between the rear rollers.

Apparatus for Producing Wrapper Material with Tear-Tape Sections, C. S. Stephano (to Stephano Bros., Philadelphia, Pa.). U. S. 2,446,618, Aug. 10. In apparatus for individually wrapping articles, a member to support and advance a continuous web of sheet material at a predetermined speed, a second member arranged to support and advance a continuous narrow tape in timed relation to said web, cutting mechanism operable to sever successive tape sections of predetermined length.

Pastry Lifter and Container, H. W. Brown and L. Stanzel, Kansas City, Mo. U. S. 2,446,629, Aug. 10. A container for a pastry segment comprising a substantially triangular bottom wall, upwardly extending side walls at the edges of the bottom walls forming an open-top box, one of side walls having an elongated notch in the upper edge, a pastry lifter removably mounted in container and adapted to support a pastry segment.

Holder for Disk-Type Phonograph Records, W. Daymon, Hamden, Conn. U. S. 2,446,641, Aug. 10. A holder for disk-type phonograph records, including in combination: an album having a first cover and a second complemental cover; a laterally expansible and contractible record-holding band of substantially annular form having its ends spaced from each other to provide a finger-clearance gap and shaped to enclose substantially laterally a plurality of disk records and having its width extending substantially perpendicularly with respect of covers when same are closed.

Automatic Machine for Making Beaded Cups, W. J. Gregory, Peoria, Ill. U. S. 2,446,649, Aug. 10. An automatic machine for making cup-shaped containers with beaded edges comprising: a main frame provided at its upper portion with a blanking and forming die; a plurality of beading units arranged in a circle on frame beneath and around forming die, conveyor means for directing different cup-shaped containers from the forming die directly to each of said beading units seriatim and means for

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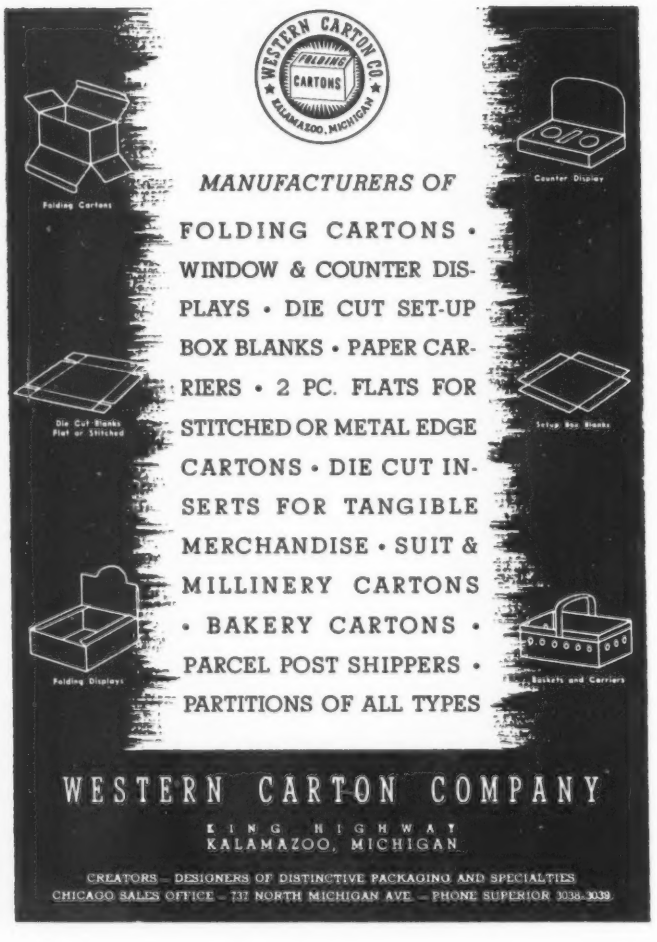

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U.S. Patents Digest
(Continued)

driving blanking and forming die, conveyor means and beading unit in timed relation.

Bottle Stopper, J. A. Murdock, Chicago, Ill. (to Iris M. Murdock). U. S. 2,446,661, Aug. 10. A closure for application to a bottle having an external bead about its mouth comprising a pair of spring clasps for engaging diametrically opposed portion of external bead, an expansible stopper, a plunger mounted for movement toward and away from a position to contract said expansible stopper for inserting the latter within the mouth of the bottle.

Container-Forming Machine, J. G. Vergobbi (to Pneumatic Scale Corp., Ltd., North Quincy, Mass.). U. S. 2,446,798, Aug. 10. In a container-forming machine, an expansible mandrel comprising a substantially rectangular block having a fixed side plate, an opposing pivotally mounted side plate and a pivotally mounted end plate, a toggle connected to end plate serving to lock the plates in their expanded position against substantial sealing pressure.

Bottle Dispenser, A. Blair and F. H. Collins, Pittsburgh, Pa. U. S. 2,446,807, Aug. 10. A dispenser for bottles having reduced necks, comprising a case for housing a plurality of bottles, separable members adapted to hold bottles in case by their necks, means for normally locking members in bottle-holding position, coin controlled means for releasing locking means to permit any selected bottle to separate so it can be withdrawn.

Nursing Bottle, A. I. Gaimari, Chicago, Ill. U. S. 2,446,917, Aug. 10. A nursing bottle providing a neck, a plug mounted in the neck, a hollow stem carried by the plug and extending into the bottle and having an opening formed therein adjacent to and below said plug and a valve sleeve slidably mounted upon stem for controlling passage through the opening.

Spectacle Case, G. Swikart (to Plastal Corp., New York, N. Y.). U. S. 2,446,966, Aug. 10. In a case for spectacles, a hinged top portion and a bottom portion, bottom portion having a depression extending longitudinally and substantially medially of the case, said depression being bounded on each side by a plurality of step portions leading upwardly toward each side of the case, step portion forming the ribs adapted to support the lenses when the spectacles are positioned in the case.

Manufacture of Essence-Containing Packages for Brewing Beverages, H. O. Irmscher (to National Urn Bag Co., Inc., a corporation of New York). U. S. 2,447,014, Aug. 17. A method of making a package, the steps being to sever a flattened tubular structure formed with a single longitudinally extending edge fold seam to provide a section unit with an open end, placing contiguous edge portions of open end to extend across a thermosetting-coated side of a web while in flattened position, folding and simultaneously securing web with coated side in face-to-face relation around open side to form a closure and pressure heating the folded web against the outer surfaces of edge portions to seal closure.

Dispensing Cabinet, C. C. Coates, Prescott, Ariz. U. S. 2,447,054, Aug. 17. A dispensing cabinet for toothpicks and the like having front wall, rear wall and side walls suitably secured together, front wall having a horizontal slot through which articles are dispensed, a dispensing slide movable up and down in contact with the inner face of the front wall and extending from one side wall to the other.

Stacking Receptacle, H. H. McCarl, Washington, D. C. U. S. 2,447,022, Aug. 17. An open-topped receptacle comprising a bottom wall and vertical side walls with continuously extending inwardly directed bead below the top edge of side wall formed between bead and top edge with concave portion, and a concave portion integrally connecting the side wall to the bottom; when several receptacles are stacked, one above the other, the concave portion of the lower receptacle will contact and support the convex portion of the upper receptacle.

Canned Food Heating Device, V. E. C. Martin and D. E. Martin, Hayward, Calif. U. S. 2,447,077, Aug. 17. A canned food heating device comprising a retaining can, a layer of chemical in the bottom of the retaining can, chemical being of type which creates heat upon hydration, a separator disk in retaining can on top of layer of chemical and a food can guiding and locating assembly in retaining can above the separator disk.

Tape Dispenser, P. Van Cleef and F. Chonacki (to Johns-Manville Corp., New York, N. Y.). U. S. 2,447,145, Aug. 17. A device adapted to dispense strips from material with a coating of permanently tacky pressure-sensitive adhesive on one face

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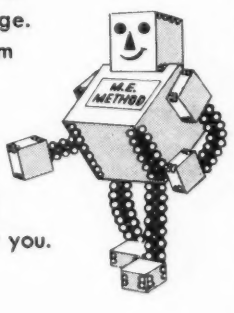

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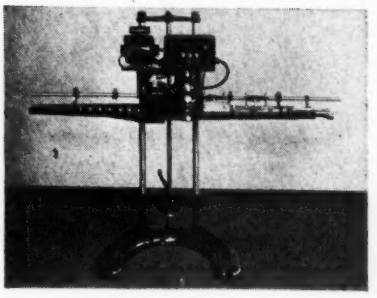

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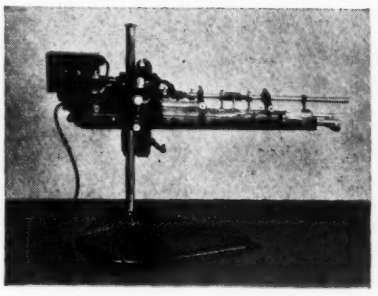

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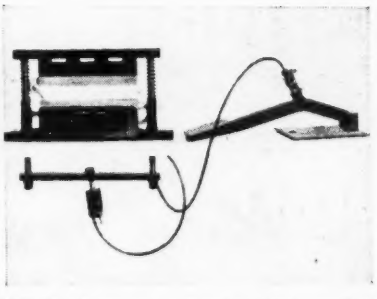

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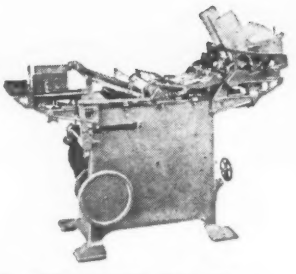

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thereof and embodying means for holding a supply of the material, a stationary cutting element provided with a cutting edge at its front and disposed in front of the holding means, a pair of freely rotatable rollers disposed in the rear of the cutting edge of cutting element, rollers being spaced one in advance of the other, one for advancing material under cutter non-tacky side up and the other roller to support free end of material in position to be grasped by operator.

Re-Usable Tamperproof Sealed Closure, C. D. Magnesen, Chicago, Ill. U. S. 2,447,076, Aug. 17. The combination with an open-ended container having a mouth with a ridge about same, a re-usable, snap-on closure formed of two parts and having an inner cover with deepening flanges adapted to grip below the ridge on the mouth of the container and an outer ring member having a downwardly depending skirt adapted to press portions of inner cover into engagement below the ridge on the mouth of the container, pivots on top of inner cover, with lugs mounted upon pivots and seal connecting lugs so that they cannot be rotated without breaking seal.

Bottle Cap, F. Vogel (to Philip A. Udall Distributing Co., Inc., a corporation of New York). U. S. 2,447,146, Aug. 17. A bottle cap including a body proportioned to close the top of a bottle having a lip, a flange extending partly around and integral with the body and having an underslug forward portion for engaging beneath a portion of lip, a gasket on inside of body, a tongue integral with body and depending from body, tongue and flange holding the gasket in position, a lever pivotally connected to the rear of the body and adapted to operate in conjunction with the bottle lip to move forward the underslung portion into engagement with and under lip, thereby to compress the gasket and hold the cap to the bottle.

Reversible Stopper, I. W. Daffer, Mt. Pleasant, Tex. U. S. 2,447,166, Aug. 17. A reversible stopper having a transverse channel therethrough and a substantially longitudinal channel extending from one end of the stopper to transverse channel, the ends of the stopper being selectively insertable in a neck of the container, said transverse channel being adapted to be closed at both ends when portion is operatively inserted in the neck of a container.

Pipe Shipping Package and Method of Forming the Same, E. G. Price (to National Tube Co., a corporation of New Jersey). U. S. 2,447,206, Aug. 17. A pipe shipping package comprising at least two telescoped pipes, a plurality of elongated bearing members disposed between the end portions of the outer pipe and the inner pipe, said bearings having an outwardly extending shoulder engaging the end of the outer pipe, same being welded to inner pipe.

Double-Walled Foldable Carton, W. Glidden Freel and S. F. Jones, London, Ontario, Canada (to William P. Frankenstein, Cincinnati, Ohio). U. S. 2,447,243, Aug. 17. A carton having a bottom panel, hollow side walls along two opposed sides of bottom panel, each with an inner wall integrally hingedly connected to bottom panel and outer wall member having securing flap portion hingedly connected to its lower end.

Means and Methods for Reducing to Powder Form Materials Packaged as Tablets, F. A. Lobley (to Miles Laboratories, Inc., Elkhart, Ind.). U. S. 2,447,258, Aug. 17. Means for reducing to powder form tablets sealed between strips of protective material providing a continuous string of spaced packaged tablets enclosed in individual envelopes with the marginal portions of the strips extending outward beyond the envelopes, a pair of breaking rolls of a length to receive string between them and a pair of crushing rolls in back of breaking rolls.

Closure Control, C. A. Olson, East Rockford Station, Ill. U. S. 2,447,271, Aug. 17. A closure attachment for a bottle adapted to be clamped to the bottle with a portion of support extending longitudinally of bottle with a lever carrier supported upon this portion for longitudinal adjustment thereon.

Container Filler, H. Schneir, Chicago, Ill. U. S. 2,447,281, Aug. 17. In a manually portable filler for creamers, a tray of rectangular shape having side walls of greater height than the creamers for receiving and retaining same in uniform parallel rows when filled to capacity, a cover for tray having a body portion of slightly less area than the tray freely received therein, said cover having an upturned rim of slightly lesser depth than the height of tray above the creamers, the body portion of tray formed with parallel rows of perforate depressions complementary to the rows of creamers projected slightly into the creamer mouths and channels connecting said depressions.

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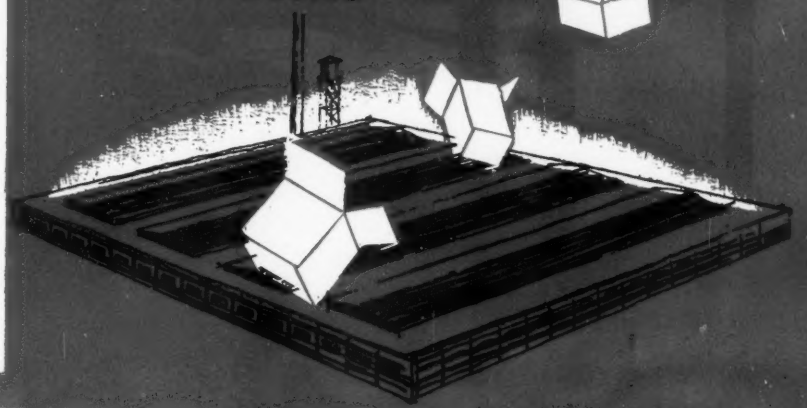

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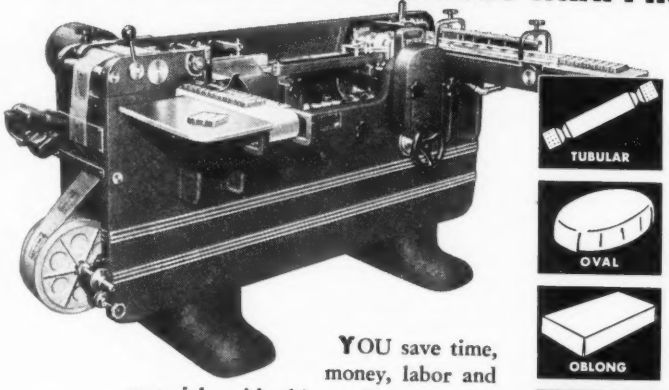

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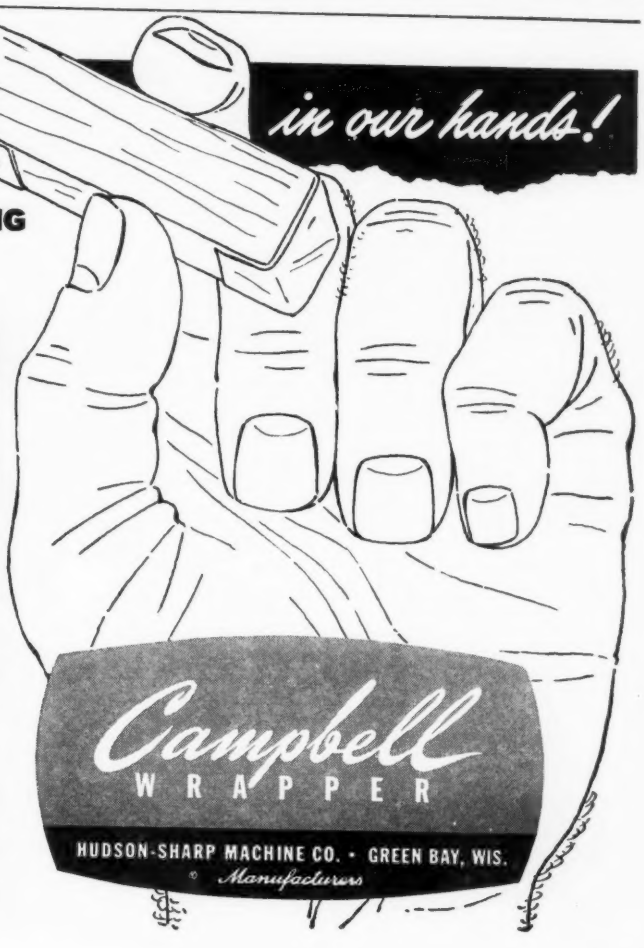

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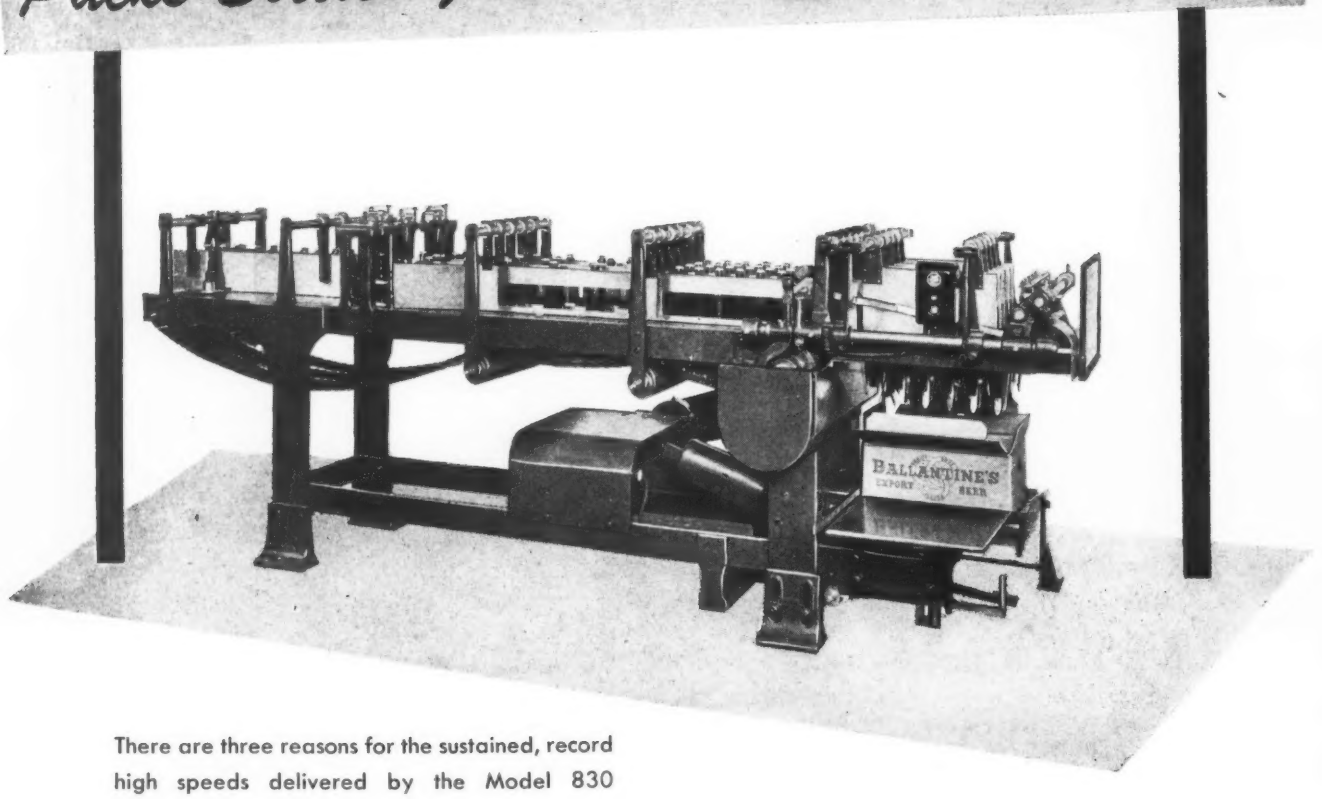

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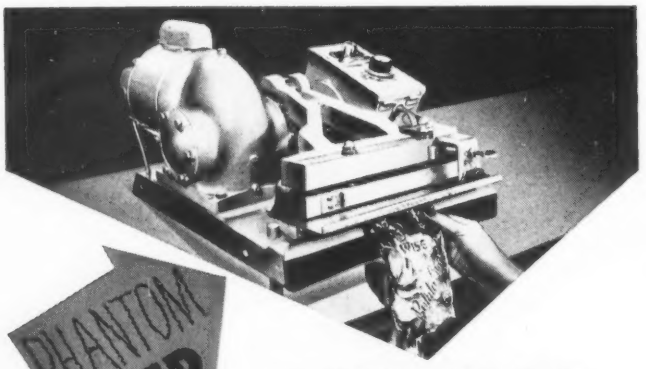

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No foot control required to operate this heavy-duty, all-purpose bag heat sealer. The automatic, feather-light touch of the fingers as they place the bag in position does the trick! Like magic, the machine then folds the top of the bag and heat seals it in one swift, sure operation. Speeds up production by as much as 50%. This "Pacer" model is also available with the following exclusive features: Hole Punch, E-Z Open Seal, Date Coding, and Name Embossing attachment.

Automatic and Foot Power Heat Sealers; Rotary Heat Sealers; Hand Sealing Irons; Bag Making Machines

WRITE FOR CATALOG

HEAT SEAL-IT COMPANY

4316 LANCASTER AVE., PHILADELPHIA 4, PA.

Progress in plastics

(*Continued from page 113*) Reinecke, Inc., of Chicago.

While emphasis was, of course, on the product, the packaging of many of the entries contributed to their attractiveness. Winner of the toy award—Plastic Art Toy Corp. of America—packages its Little Homemaker sets of molded, scale-model, doll-house furniture in a specially designed box with a lithographed interior which simulates two walls of the appropriate room, giving the box a continuing use. Product and package were designed by Eugene J. Lux (see MODERN PACKAGING, May, 1946, p. 98).

One of the two winners in the field of displays was the Hamilton Watch Co.'s tri-sectional display made of crystal-clear, cast acrylic in which watches are embedded in the acrylic in two of the sections, while the name and slogan are featured alone in the large center section. Engraved flower designs on the sections have colors rubbed in.

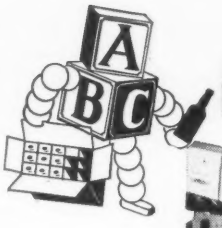
The other award in the display classification went to General Electric Co. for a demonstration washing machine with transparent acrylic tub.

Ida M. Harmon was the designer of the Hamilton Watch display, which used material by Rohm & Haas and was cast by Vernon-Benshoff Co. The General Electric demonstration washing machine used material by Rohm & Haas and Du Pont; the designer and fabricator was Steiner Mfg. Co.

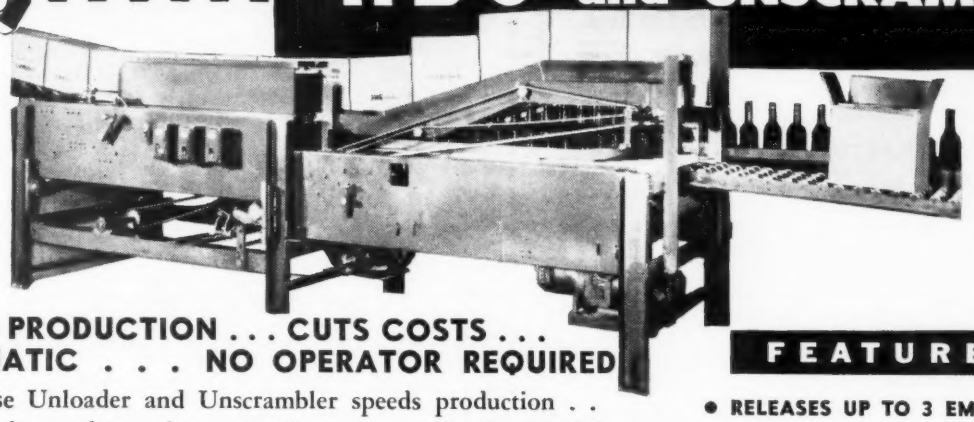
Several packaging material suppliers in the plastics industry were among the winners. Tupper Corp. won the housewares award for their flexible polyethylene bowls and tumblers, which are often employed as re-use packages. The plastic atomizer, made by Xpray Corp. (MODERN PACKAGING, Nov., 1947, p. 128) took top honors in the jewelry and novelties group. Winner of the merchandising award—given this year for the first time—was the American Cyanamid Co., for its sponsorship of extensive market research and consumer educational programs for tableware made of melamine.

Significant was the number of industrial and consumer applications in which plastics have become standard materials. Toledo Scale Co., for example, which started using plastic materials for scale housings 13 years ago, captured the store and business equipment award for their new "Guardian 70" scale which has a white urea housing of unique design.

Among the other companies well known in the packaging field who received recognition in the Competition were Catalin Corp. of America, Dow Chemical Co., Monsanto Chemical Co., B. F. Goodrich Chemical Co., Tennessee Eastman Corp., Durez Plastics & Chemicals, Inc., Prolon Plastics, T. C. Wheaton Co., Swindell Bros., Boonton Molding Co., General American Transportation Co., Plastics, Inc., Watertown Mfg. Co., Borden Co., Celanese Corp. of America, Nixon Nitration Works, Mack Molding Co., Plastic Industries, Inc., Shaw Insulator Co., Plaskon Division of Libbey-Owens-Ford, Chicago Molded Products Co., International Printing Ink and Columbia Protektosite Co.



A-B-C CASE UNLOADER and UNSCRAMBLER



SPEEDS PRODUCTION . . . CUTS COSTS . . . AUTOMATIC . . . NO OPERATOR REQUIRED

A-B-C Case Unloader and Unscrambler speeds production . . cuts costs for packers whose containers are received packed in re-shippable cases. This new machine automatically empties the case, unscrambles the empty glass containers and delivers them to the conveyor in single file, ready for filling. The empty case can automatically be carried to the filling line for repacking. Get new folder containing complete details. Write A-B-C Packaging Machine Corp., Dept. M7, Moberly, Mo.

FEATURES

- RELEASES UP TO 3 EMPLOYEES
- HANDLES GLASS CONTAINERS OF ALL SIZES
- AUTOMATIC AND FULLY ADJUSTABLE
- REDUCES BREAKAGE
- TESTED THREE YEARS UNDER NORMAL PACKING CONDITIONS

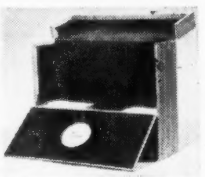
A-B-C PACKAGING MACHINE CORP.
MOBERLY MISSOURI

OTHER A-B-C PRODUCTS: Automatic Top and Bottom Case Sealer • Automatic Side Case Sealer • Semi-Automatic Bottom Sealer • Hand Gluer.

Republic Aviation Corporation depends on the great strength of Tekwood Containers when shipping parts of their famous "Thunderjet" fighter planes.

From THUNDERJETS to TOILETRIES

TEKWOOD solves your packaging problems



McKesson and Robbins choose Tekwood as the perfect container material for their exclusive Tawn Toiletries.

What's your toughest packaging problem? Great strength and ease of assembly for heavy-duty industrial containers? Light weight that's ideal for shipping by air, or smart good looks for small consumer packages?

One of These Three Tekwood Products is Tailor Made For You

Standard Tekwood is ⅛" thick. The core is a sturdy hardwood. To each side is resin-bonded a tough sheet of Cylinder Kraft paper. The grain of the Kraft goes at right angles to the grain of the wood. Flexible as leather when bent along the wood grain, Tekwood is ruggedly rigid when supported along its lateral edges!

The Special Package Grade of Tekwood is .080" thick and faced with a special tough liner paper. It has a very high wet strength and is water repellent. Its light weight, great strength, and good looks make it supreme in its field.

Protekwood is 5/32" thick. Made with asphalt-impregnated paper faces, it is specially recommended where the package or container must be highly water resistant and impervious to vermin.

Write us today for full information on the grade of Tekwood that answers *your* particular packaging problem.

Here's Proof of Tekwood Toughness

Puncture Test Data

MATERIAL	General Electric-Beach Puncture Test (Inch-Ounces per Inch of Tear)
Packaging grade Tekwood, .080" thick	630
Standard Tekwood, ⅛" thick	979
Protekwood, 5/32" thick	930
Birch Plywood, 3/30" thick	800
Gum Plywood, ⅛" thick	600
Gum Plywood, 3/16" thick	875
Cottonwood Plywood, 3/20" thick	820

(Above tests made by Container Laboratories, Inc., New York City)

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Manufacturers of Tekwood and Weldwood Plywood
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BARRIER MATERIALS

- Moisture-vaporproof
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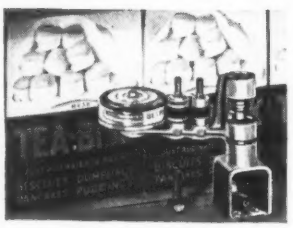
SIMPLE PRODUCTION-LINE ATTACHMENT MARKS PACKAGES* AUTOMATICALLY



ROLACODER Marks in conjunction with

Packaging - Filling - Sealing - Conveying - Winding Operations

Attach an inexpensive ROLACODER to your line and eliminate costly handstamping. ROLACODER marks code dates, lot numbers, varieties, brands, etc. *Automatically* as part of an existing production operation. Friction-operated . . . requires no outside power. Marks top, bottom, side or end.

ROLACODER features quick type change-over . . . infrequent ink fountain refilling. Imprints up to 5 lines of type. 8 different models to meet every need. Uses inks of any color for every kind of surface. Furnished with automatic mark-centering mechanism—or for continuous marking.

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- BOXES
- CANS
- CANISTERS
- CARTONS
- CUPS
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Write for descriptive Data Sheet 6.0.

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W. Coast show analysis

Analysis of registrations at the recent Western Packaging Exposition, which has just been completed by the sponsors, Clapp & Poliak, Inc., brings out some significant data indicative of the interest which top management is taking in packaging.

No less than 39.5% of the 5,700 visitors at the Western show were from the topmost level of management—owners, managers and presidents. Sales managers represented an additional 6.3% of attendance; purchasing agents, 5.6%; technical engineers, 5%; vice presidents, 4.8%; secretaries and treasurers, 3.6%; packaging engineers, 2%; production managers, 1.7%, and miscellaneous executive levels 31.5%.

As might be expected, the food and beverage industry bulked largest in attendance, accounting for 41.6% of the visitors. This figure includes candy, dairy products, dried fruits, meat packers, brewing and distilling, wineries and food growers. Metal and hardware accounted for 7%; chemicals, 4.8%; cosmetics and drugs, 1%; machinery, 3.9%; paper products, 10.6%, and industrial supplies, 1.9%.

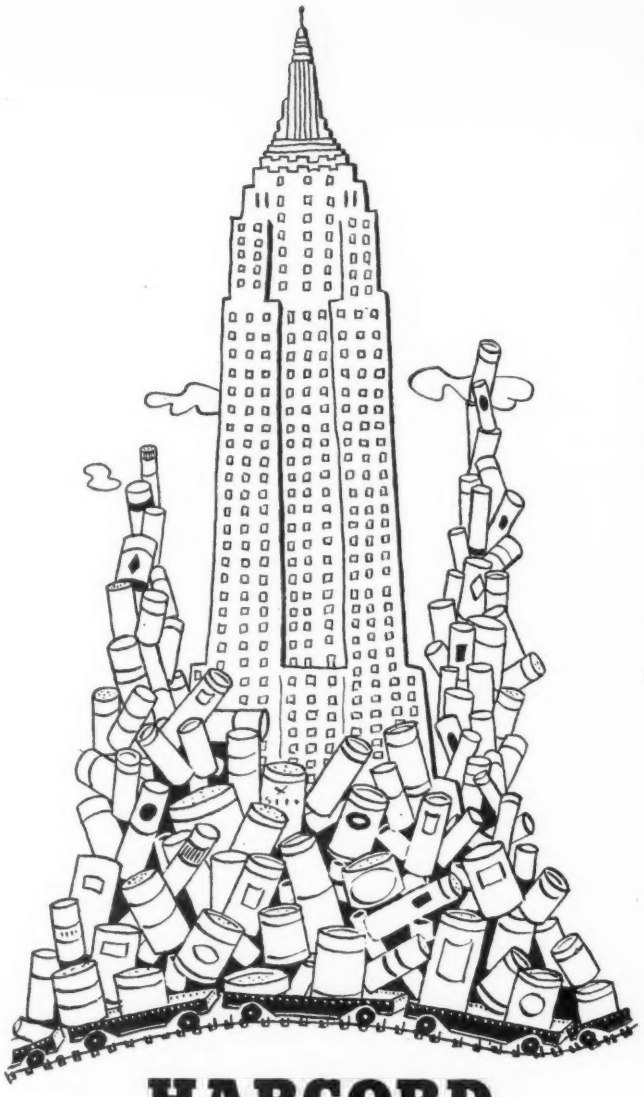
Geographically, attendance was rather heavily concentrated in the San Francisco area, which provided 82% of the registrants. Another 14% came from other cities in California; 3% from other states (mainly Oregon and Washington). There were 133 visitors in all from states other than California and 29 from foreign countries.

The Western Packaging Exposition & Conference will be held again next August in San Francisco under the same management.

Can-sealing compounds

(*Continued from page 148*) under controlled conditions might easily permit manipulation towards specific desirable properties which are not inherent with natural rubber.

This proved to be the case and subsequent research has resulted in a number of improved properties unavailable with natural rubber. Concentrating on rubber for sealing compounds alone—as opposed to the more general types used in such great quantity for tires and mechanical goods—the research chemists at Dewey & Almy perfected new processes for manufacturing rubber that had not been heretofore considered in the over-all government rubber program. These were special polymers made in Dewey & Almy's Cambridge synthetic-rubber plant for a single vital use. Some 8,000 different formulations of synthetic resins and rubbers have been made and evaluated in these laboratories since 1939 and from these a small handful have been selected as most nearly ideal for can sealing. Their use as wartime substitutes with reliable performance on some 100 billion cans soon established their merit and continued im-



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PAPER CONTAINERS FOR EVERY NEED

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Rayco Flock

Want to make your new package a "Plush Job"? Use the new Coverings!

Use the new coverings made with Rayco Flock to make your new package pleasing to the eye and inviting to the touch. These rich flocked coverings are available from your supplier in all colors, on paper, cloth and cardboard for all box, wrapper and container purposes. And remember—to get the really fine effects of genuine suede leather, velvet, velour, etc., use the Rayco Flock specifically developed and proven for each job, specially processed under exclusive methods.

SUEDE FINISH - -

"Raymix"—a flock of rayon fibres under U. S. No. 427949 to produce a suede effect of utmost realism on any surface.

"Kingcote"—a cotton flock trademarked under U. S. Patent No. 423572, producing a suede effect at minimum cost.

PLUSH, VELVET AND VELOUR FINISH

"Raycote"—a flock composed of uniformly cut rayon fibres to produce on any surface a pile effect such as velvet, plush or velour. Made under U. S. Patent No. 2014947.

AVAILABLE IN ALL COLORS

REQUEST FREE COLOR CARD
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Rayon Processing Co. of R. I., Inc.

PIONEER PRODUCERS OF
SURFACE-COATING FLOCKS

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The "Beauty-Pak" Figurine, the "Paksure" Tuffy and the "Seetag" Sea Horse identify Quality Packagings—each a complete line for their specific field. Remember them when next you need packagings of standard or special design.

Beauty-Pak TEXTILE PACKAGINGS

Paksure FOOD PACKAGINGS

Beauty-Pak TEXTILE PACKAGINGS YOUR PRODUCTS

A complete line of packagings serving the Hosiery and other Textile Industries, including plain and printed wraps, folders, inserts, envelopes and box covers.

BE SURE WITH Paksure FOOD PACKAGINGS

A complete line of wrappings, bags, envelopes and boxes, etc., for all food packaging including candy and frozen foods. Stock or original packagings designed by specialists for sure protection and "eye appeal."

SET UP YOUR BOXES WITH Seetag PRODUCTS

Supplies for the set-up box manufacturer which help make up the finished package he produces including glassine, Kraft, tape, cover papers, lithos, linings, chocolate board, padding, etc.

PACKAGING DIVISION 784 Public Ledger Bldg.
E. W. Twitchell Incorporated Philadelphia 6, Pa.

provement has resulted in their present widespread use in preference to natural rubber. Today they have successfully sealed more than 250 billion cans.

Versatility of synthetic rubbers

Synthetic rubbers give today's chemist a wide choice of building blocks with which to work. Unlike natural rubber, these are not tied to nature's whims. He has a practical means of building into base materials those specific properties he needs for better sealing compounds.

This has a multiple effect on standards, too, for the can maker and canner now look for a super-performance never available prewar—and they look for a lower cost with a greater margin of safety.

Synthetic rubber compounds have much better aging properties. They remain resilient under a wider variety of conditions and they can be compounded to give better oil resistance. Their performance under can abuse is greatly increased and, even with severe handling conditions, they offer greater sealing latitude. They have enabled the can maker and canner to speed up production, to eliminate some costly operations and equipment, to rely less on close supervision and to reduce spoilage. Their development has paralleled and, in many cases, kept ahead of new can-making machines and new types of cans.

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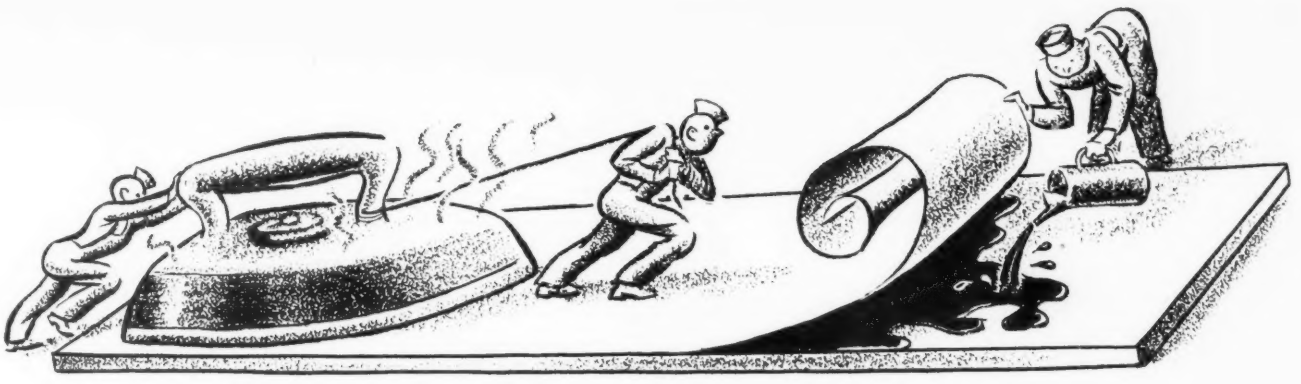
ASTM on water-vapor

(*Continued from page 151*) so that its diameter is approximately equal to the mean diameter of the annular waxing grooves (Figs. 1 and 2). Place the specimen over the aperture of the dish and center it as closely as possible with the supporting ring or flange. Apply a thin film of petrolatum to the beveled edge of the template, taking care that none remains on the smaller face. Place the template over the test specimen, carefully centering it with the dish opening. Flow molten wax into the annular space surrounding the beveled edge of the template. With a twisting motion, remove the template from the sheet as soon as the wax has solidified.

(*d*) To use the type of dish shown in Fig. 1 (*c*), seal one specimen in position on the empty dish; then invert



For LAMINATING — PROXMELT

★ PROXMELT molten laminating adhesives yield economical, fibre-tearing, moisture proof combinations when used to attach glassine, greaseproof, foil, and parchment to box board.

★ PROXMELT, in various grades, is used to laminate cellophane, glassine, parchment, and foil to themselves and to each other.

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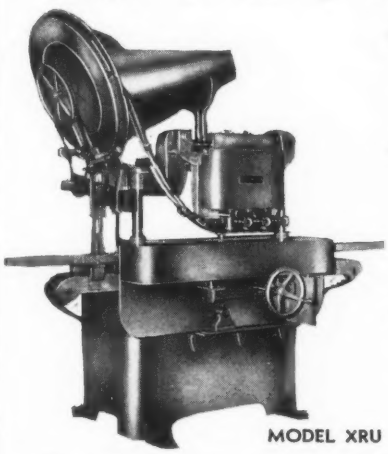
NEW RESINA HIGH SPEED STRAIGHT LINE SCREW CAPPER

Flexible • Fast • Fully Automatic



MODEL XRU

- Operates at speeds up to 250 containers per minute.
- Extreme flexibility permits capping of any type of container up to one gallon size.
- Changes over between various types of containers by a simple twist of a knob.
- Built-in conveyor, easily coupled to any packaging line. *Write for full information.*

Tops them all — RESINA Automatic Machinery Co. Incorporated

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*NEOROTO . . . LACQUER TYPE INKS

Ideal for plain and moisture proof cellophane. Also excellent for glassine, foil, paper.

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Fast drying and economical.

*MIROTO . . . NAPHTHA THINNED INKS

Low priced . . . for fancy papers.

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Will not attack rubber . . . mild odor.

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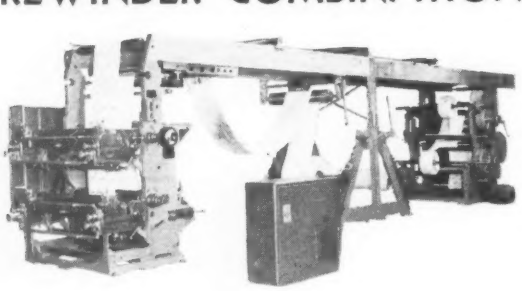

- Prints, Slits, Rewinds and Perforates in one operation.
- Speed—600 and more feet per minute.

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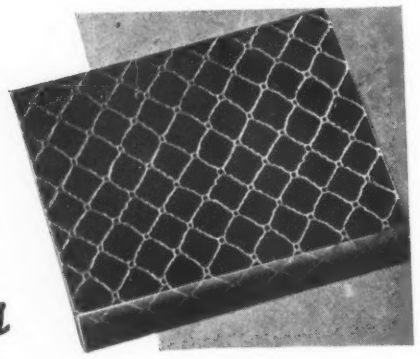

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That's what you get when you package your product in the new folded plastic box—the OXBOX. Whether you make jewelry or blankets, the OXBOX offers the perfect package for your product. And best of all, the OXBOX can be used and re-used. It's never thrown away.

Formed from rigid cellulose acetate or vinyl sheeting *without* cement or solvents of any kind, OXBOXES are designed to specifications in any size or shape. They may be opaque or transparent—in combination with decorative papers and in unlimited variety of colors. Give your product new sales appeal. Put it in an OXBOX.

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the assembly, practically fill the desiccant space with desiccant, using care not to leave any on the sealing edge, and seal the second specimen in position.

(*e*) Completet he test as described in Section 6 (*e*) and (*f*).

Report

13. (*a*) The water-vapor permeability shall be reported as grams per square meter per 24 hr. for the moisture gradient defined in this method (Note 1; see also Note 2 of Section 7). Report to two significant figures.

(NOTE 1. *Example.* In a test run for 190 hr. on an exposed area of 55 sq. cm. (0.0055 sq. m.), it was found that the rate of gain was substantially constant after 18 hr. and that during the subsequent 172 hr. the increase in weight was 67 mg.; the water-vapor permeability was $\frac{0.067 \times 24}{0.0055 \times 172} = 1.7$ g. of moisture per square meter per 24 hr. for the conditions of the test which are 90% relative humidity at 37.8 C. (100 F.) on one side of the specimen and desiccant in contact with the other side.)

(*b*) The permeability values shall be reported for each side of the sheet separately unless otherwise specified. A suitable code designation shall be used to distinguish the two sides of the material and the side that faced the desiccant shall be clearly indicated for each value in all instances where different permeabilities for the two sides are indicated.

(*c*) The report, in the event of any special treatment of the material such as creasing, shall describe the treatment.

Reproducibility

14. Duplicate determinations should check within 10%, depending largely on the variation in the sheet material itself. As the spread between very permeable sheets and those having a low permeability is at least a thousandfold, a precision of 10% on a given material will establish it quite definitely in the scale of permeabilities normally encountered in sheet materials.

Testing fibreboard containers

There is no universal testing machine which can be used in the technical evaluation of a fibreboard container, J. D. Malcolmson, director of products development for Robert Gair Co., Inc., told members of Freight Loss and Damage Prevention Committee of the Great Lakes Regional Advisory Board recently. Instead, there are different testing instruments that will measure the specific conditions we are most interested in.

Mr. Malcolmson said that some 30 years ago, when the revolving drum tester was designed, it was thought to be the last word in the technical evaluation of a container. The drum was, and still is, a very valuable testing tool if properly used. Today, however, there are many more tests to approximate actual shipping conditions. The real test is how the package will stand

why buy *Paper Labels?*

Why pay from $.70 to $3.00 per M for paper labels . . . print *directly* on your containers with a PAPERLESS LABELLER at a cost less than one dollar per M. No torn labels—no crookedly applied labels—no falling off in the cold box. Always bright sparkling colors. No storage of labels required.

The PAPERLESS LABELLER labels directly on glass, metal, plastic, fiberboard, etc.

VERSATILE

The size of your container does not matter as the PAPERLESS LABELLING MACHINE can be used on sizes from one pint to five gallons and may be adjusted from the smallest size to the largest in only two minutes.

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DETROIT 26, MICHIGAN, U. S. A.
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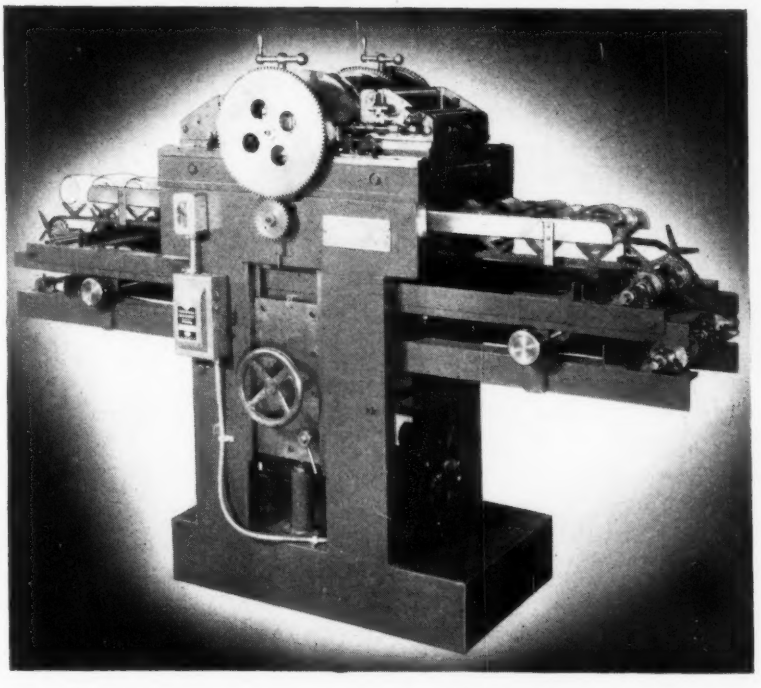

This new unit contains no complicated mechanisms. It is the only machine of its type which is adjustable to various sizes and diameters. Write for complete details.

making a good impression

Driscoll Coverwell Inks can make an important contribution to the effectiveness of your next package printing job. Black and white or 4-color process . . . letterpress, offset or silk screen . . . super-finish, cellophane or bristol—versatile Driscoll Inks mean eye-catching, sales-boosting packages. Hundreds of select colors to choose from, each one carefully formulated to meet your specific requirements. For a good impression every *impression* always use Driscoll Inks.

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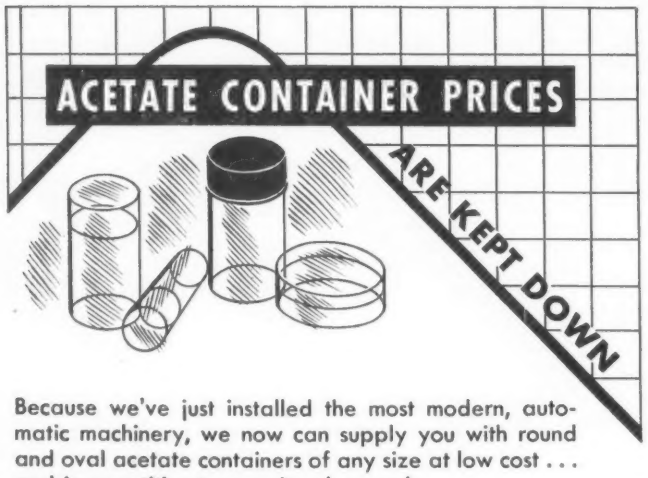

Because we've just installed the most modern, automatic machinery, we now can supply you with round and oval acetate containers of any size at low cost . . . and in quantities to permit volume sales.

Despite the low cost of these containers, you don't sacrifice one bit of quality. Made of heavy acetate sheeting, these containers have snug fitting lids and bottoms that won't push through.

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miniature
ROTOGRAVURE PRINTER
attaches to most
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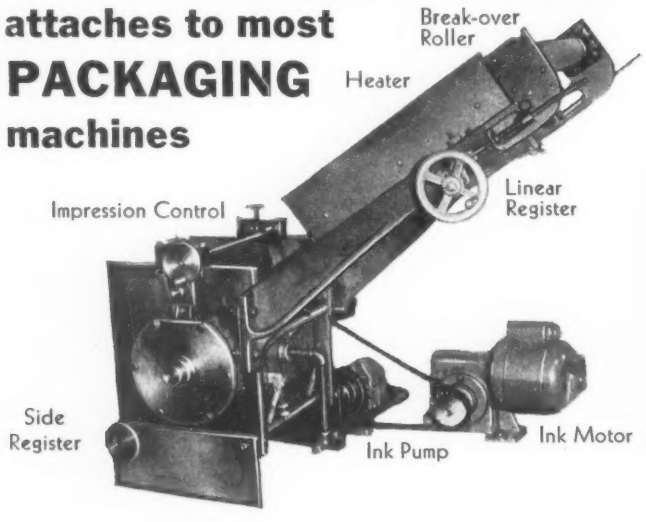

Here's a complete rotogravure printer which is small enough to be introduced into the web system of most bag making, candy, cigarette and food wrapping machines. It prints on all kinds of papers and foils up to 10" in width. Because of its miniature size, the price of this smooth operating unit is surprisingly low.

Write for literature and specifications today.

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up under the actual commercial conditions to which it will be exposed.

As container manufacturers have become more familiar with testing methods for specific commodities, they have realized that container design must also be affected by the nature of the contents, Mr. Malcolmson said.

For packing expensive, fragile objects like small radios, television sets and certain furniture items, the designer has to think of the possibility of outside blows and impacts.

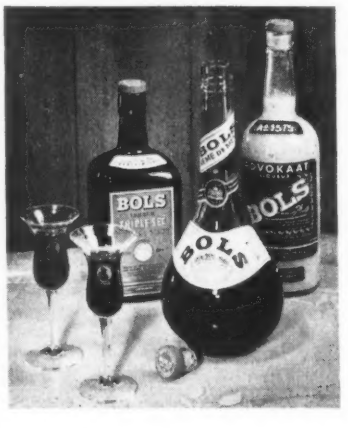
Some commodities present very difficult combinations of heavy weight at one end and fragile portions at the other end.

Heavy or massive objects often require wooden skids to which they are securely anchored, usually with steel straps. One of the developments in fibreboard designing has been the remarkable replacement of wood by fibreboard for such heavy and massive items. One of the largest producers of domestic refrigerators is now shipping all of its products in corrugated packages with only the bottom skid made of wood. Specifications for this package (No. 994), which was added to the Classification on Aug. 18, 1948, carry no size or weight limit. The producer is saving money and having hardly any claims on this package, which has been in use now for about a year on a Rule 49 permit.

Mr. Malcolmson concluded his speech by adding that fibreboard case designers are now using intelligence, experience and scientific testing methods.

Bols in traditional dress

Continuing improvement in the availability of special-mold glass is making it possible for more and more producers of specialty items to return to distinctive prewar glass packaging.



Among these are Bols famous liqueurs, which are back once more in the traditional bulbous bottle for creme de menthe; the square-based shape for triple sec and a round, long-necked bottle for Advokaat.

Aluminum-foil-covered wood-top corks are used as closures and the Bols name is clearly lithographed on the brightly colored foil top for an extra touch of individuality. Labels also have been improved for maximum display of the Bols trade name.

CREDITS: *Wood-top corks, Dodge Cork Co., Inc., Lancaster, Pa. Bottles, Owens-Illinois Glass Co., Toledo, Ohio. Labels, Atwater Press, Inc., New York.*

This Wood Display by *Vermillion* Untied a "Small Package" Sales Knot

Here's a typical example of how Vermillion wood displays help solve sales problems. The W. A. Sheaffer Pen Co. found dealers asking for a better way to display and sell pencil leads and erasers—two small package items. Ordinary display racks took up counter space. When packages were stored behind the counter in drawers or cabinets, they were hard to handle because of their small sizes.

MADE SALES EASIER

A DISPLAY TURNED THE TRICK

A consultation with Vermillion produced the display illustrated above. It provided an eye-catching, sales-making display for the small packages as well as an ideal storage compartment.

AMAZING DEALER RESPONSE

In addition, this Vermillion-designed display saved counter space over old-style flat containers designed to hold similar packages. Sheaffer dealers everywhere enthusiastically agree that these Vermillion displays help increase sales and make sales easier.

SAVED COUNTER SPACE

Immediate Consultation Prompt Delivery

Vermillion also makes wood packages that give your product added gift appeal. Carving sets, silverware and fruit cakes are just a few of the many products that are packaged in wood by Vermillion. If you have a packaging or display problem, write, wire or 'phone. We are available for immediate consultation — and we can guarantee delivery for the holiday season.

Wood Packages "MAKE" the Product—Wood Displays "MAKE" the Sale

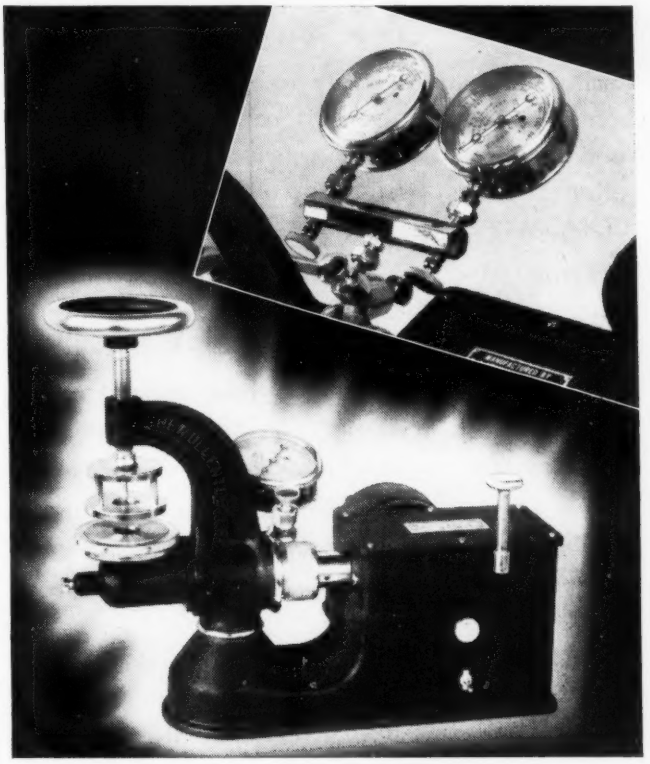
W. R. *Vermillion* CO., INC.

2201 GRAND AVENUE, KANSAS CITY, MO.
Plant: Baldwin, Kansas

Packages for: Silverware, Hollow-ground Cutlery, Kitchenware, Tools, Carving Sets, Stainless Steel Flatware. *Displays and Dispensers of all kinds.*

Mullen Test

Recognized the world over as standard bursting test



Motor-Driven Model A Mullen Tester

Tests specimens with bursting strengths above 200 pounds per square inch. Note two gauge-mounting by use of manifold for testing materials of widely different strengths.

Especially designed for testing corrugated as well as other materials. Conforms to ASTM and TAPPI standards.

Send for booklet illustrating and describing the entire Perkins line of Testers.

B. F. PERKINS & SON, Inc.

Engineers and Manufacturers

Holyoke, Massachusetts

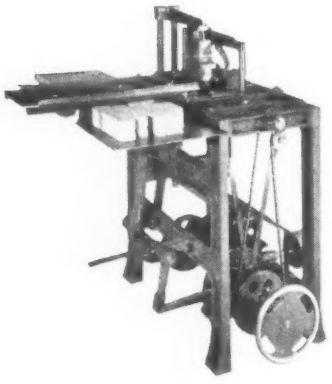
SPEED AND ECONOMY

Mechanization is the key to greater profits and success. Peters' Carton Packaging machinery has been developed to help you automatically produce better cartons, with greater SPEED and ECONOMY.

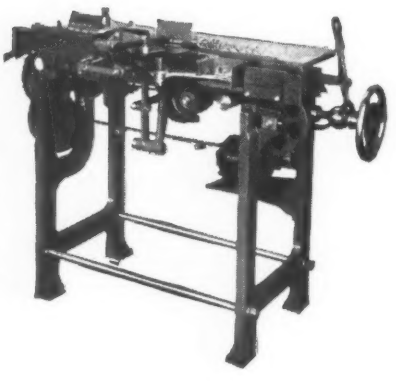
They are important factors in carton packaging operations, since they save on time, labor and materials.

If you are not satisfied with your present carton packaging costs, try Peters for the best in packaging machinery.

Send us samples of the cartons you are now using. We will gladly make recommendations for your requirements.



This PETERS JUNIOR CARTON FORMING AND LINING MACHINE sets up 35–40 cartons per minute, requiring only one operator. Can be made adjustable to set up several size cartons.



This PETERS JUNIOR CARTON FOLDING AND CLOSING MACHINE closes 35–40 cartons per minute, requiring no operator. Can also be made adjustable to close several different size cartons.

PETERS MACHINERY COMPANY
GENERAL OFFICE AND FACTORY
4700 RAVENSWOOD AVE., CHICAGO 40, ILL.

ERP labeling

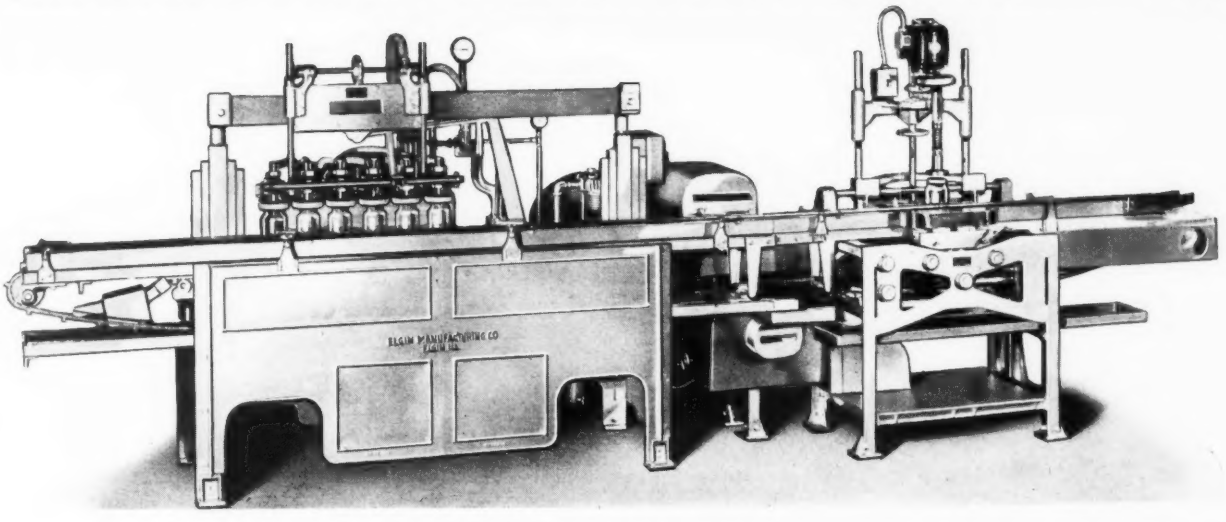
To let the European people know the extent of help being given by the United States, a new label bearing an emblem of stars and stripes will identify packaged goods and machinery shipped abroad by the Economic Cooperation Administration under the European Recovery Program.

The emblem was designed by Young & Rubicam, Inc., as volunteer agency for the Advertising Council. Efforts will be made to use the symbol in colors wherever possible with four white stars on a blue background above 13 vertical red and white strips. Where color cannot be used, the emblem will be in black and white. The phrase, "For European Recovery—Supplied by the United States of America," was chosen for its simplicity and the ease with which it may be translated in the different languages. In some cases the phrase will vary according to the type of service rendered. For example, where money was authorized for repairs, "Repairs Made Possible by the United States of America" will be used. The shield emblem shows at a glance that the material came from the United States.

Campaign to reduce damage

Representatives of the packaging methods and container associations soon will be invited to collaborate with the Porcelain Enamel Institute as part of the porcelain enameling industry's campaign to reduce damage losses and claims on shipments of porcelain enamel finished products, according to the Institute. Ultimate purpose of the program is to establish preshipment tests for both the product and the container to assure undamaged delivery under normal transportation conditions. The combination of proper product quality and efficient packaging, it is believed, will result in the elimination of freight-rate increases based on damage claims. First step in the program was the creation at a recent meeting of a new Packaging and Shipping Committee. R. F. Bisbee, manager of quality control of Westinghouse Electric Appliance Division, was named general chairman and head of the main Coordinating Committee. E. H. Shands of George D. Roper Corp. has been appointed head of the Technical Planning Division. Dana Chase, publisher of *Finish* magazine, has been named head of the Educational Division, with C. B. Williams of the Ferro Enamel Corp. and P. B. Fleming of Westinghouse as co-chairmen.

ELGIN *NON-STOP* BRINER AND CAPPER



PROVIDES CONTINUOUS STRAIGHT LINE FILLING AND CAPPING for brining of olives and pickles, syruping of cherries, etc.

No change parts required for various container sizes. Simple—quick change over—Stainless steel construction. Filling and capping heads synchronized with containers.

ELGIN MANUFACTURING COMPANY, 202 Brook St., Elgin, Ill.

Builders of filling and capping machines for a half century.

Give Your Shipping Containers . . .

. . . *the look that sells*

For a corrugated container design that will increase your sales and add to your profits — and for rubber printing dies which will assure perfect reproduction of that design, contact your nearest Matthews representative or write today for complete details.

A Product Worth Marking
Is Worth Marking Well

JAS. H. MATTHEWS & CO.

3932 FORBES STREET — PITTSBURGH 13, PA.

BRANCH PLANTS

NEW YORK, BOSTON, CHICAGO — PHILADELPHIA, NEWARK, SYRACUSE

District Sales Offices: Cleveland, Cincinnati, Birmingham, Dallas

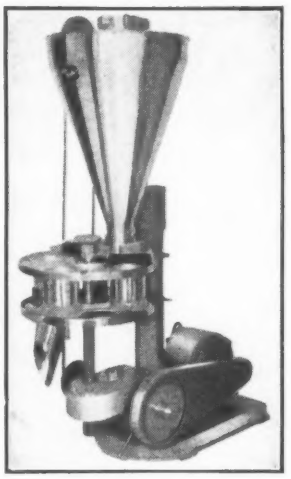
WHIZ-PACKER
PACKAGE FILLING MACHINES

FAST • ACCURATE
QUIET • INEXPENSIVE

The well renowned *WHIZ-PACKER* fills from the tiniest container up to 10 lbs. Speeds up to 104 per minute. Accuracy within 1/32 to 1/8 oz. 1/4H.P. Motor.

POPCORN	CRYSTALS
FROZEN FOODS	CEREALS
POWDERS	SPICES
CANDIES	SEEDS
NUTS	NOODLES

BEANS, ETC.



Immediate Delivery
ORDER THE ORIGINAL WHIZ-PACKER
DO NOT ACCEPT SUBSTITUTES
Send us your samples for quotations
SOLE DISTRIBUTORS

EASTERN STATES
Amsco Packaging Machinery, Inc.
31-31 48th Ave., Long Island City, N.Y.

WESTERN STATES
Simplex Wrapping Machine Co.
534 23rd Ave., Oakland, Calif.

MID-WESTERN AND SOUTHERN STATES: Miller Wrapping and Sealing Machine Co., 18 Clinton St., Chicago, Ill.

MANUFACTURED BY
Frazier & Son
334 CORTLANDT ST., BELLEVILLE 9, N.J.

Since 1883

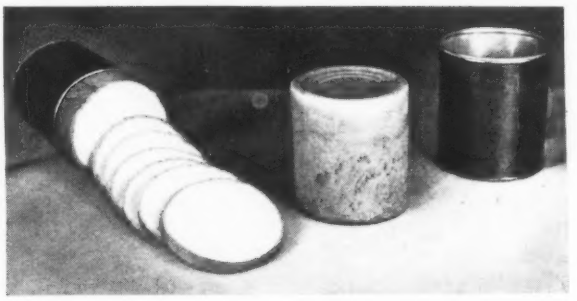
LABELS
BOXES
DISPLAYS

The Quality and Character of Howell Made Packages is Identified Instantly.

F. M. HOWELL & CO.
79-95 Pennsylvania Ave., Elmira, N.Y.

QMC canned bread

The Quartermaster Food and Container Institute at Chicago has developed a vacuum-packed metal container that tests prove will keep bread without developing mold, staling and crumbling for two years or more.



The container—in which the bread is baked and which becomes its permanent package—is a round, key-opening No. $2^1/_2$ can having a content of $51^1/_2$ cu. in. The dough, placed in loose-lidded cans, is baked $^1/_2$ hr. in a 450-deg. oven. Following baking, the can is hermetically sealed, then cooled by means of air circulation or water until the center of the loaf reaches 85 deg. F. The rapid cooling action produces a vacuum within the container of 20 to 24 in. of mercury.

Interior of the can is coated with a corn lacquer. The end, sealed in position after the baking process, has a flowed-in gasket which is unaffected by fats and has high temperature resistance. Tests conducted by the Institute indicate that there is no moisture loss from the bread in prolonged storage.

Window displays aid sales

An eight-week test on the effectiveness of window display advertising by the Point-of-Purchase Advertising Institute shows an impressive increase in net sales.

The test covered eight drug and hardware items in 160 stores in Syracuse and Rochester, N. Y., conducted by Fact Finders Associates. In drug stores there was a two-week base period followed by a two-week display period and two two-week post-display periods. Because of the slower moving nature of hardware items, the hardware store base period was four weeks. Only one item was featured in a display in each store. Stores were equally divided into "test" and "control" groups.

The increase in net sales for Yale & Towne hardware topped the list at 113%. Increases reported for the other seven products were: Colgate-Palmolive-Peet's Lustre Cream shampoo, 98%; Squibb's dental cream, 97%; Kem-Tone paints, 57%; Dr. West tooth brushes, 51%; Wildroot Cream Oil, 41%; Johnson's Wax products, 27%, and General Electric light bulbs, 20%.

During the four weeks following the display period, the report shows that sales of the items fluctuated, some items holding their gains and others dropping.

WILDROOT Cream-Oil wins "untouched market"

with WIRZ tubes...

easy to use — handy for travel — no waste — no spilling . . .

ONCE again the convenience of WIRZ Collapsible Metal Tubes opens the way to a new market for an old favorite.

As WILDROOT sales indicate, American men have signified their approval of the smart, new, convenient WILDROOT Cream-Oil Hair Tonic in tubes. And no wonder, it is easy to handle, ideal for travel. No waste, no spilling. Congratulations to WILDROOT on its wise planning!

Are you searching for an "untouched market" or increased sales in your present markets for your creams, pastes, powders, or liquids? Perhaps the greater convenience, protection and appeal of WIRZ Collapsible Metal Tubes and Plastic Caps are the answer. Let's explore their profit potentials together. Write today.

ESTABLISHED 1836
A. H.
WIRZ
Inc.

Fourth & Cole Sts. • CHESTER, PA.

New York 17, N. Y. 50 E. 42nd St.
Chicago 4, Ill. 80 E. Jackson Blvd.
Memphis 2, Tenn. Wurzburg Bros.
Havana, Cuba Roberto Ortiz Planos
A. G. Spilker—Los Angeles 14, 1709 W. 8th St. Exposition 0178 — Also Danville, Calif.

Export Division
755 Drexel Bldg., Philadelphia 6, Pa.

Collapsible Metal Tubes • Lacquer Linings • Wax Linings • Westite Closures • Soft Metal Tubing • Household Can Spouts • Applicator Pipes • Compression Molding

The MASON MAILMASTER...

..for Postal Shipments

No Wrapping – No Tying, 65 sizes – 1,000,000 boxes in stock for immediate delivery. —Send for Catalogue.

THE **Mason** BOX COMPANY

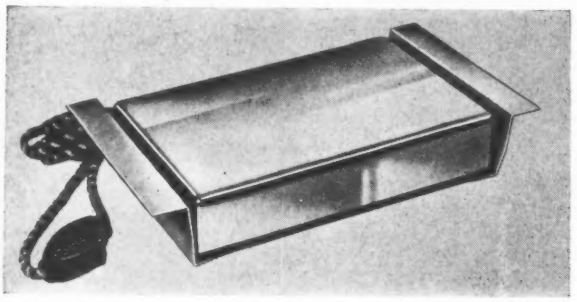
MAIN OFFICE
ATTLEBORO FALLS, MASS.

NEW YORK OFFICE
175 FIFTH AVE.

FACTORIES: ATTLEBORO FALLS AND TAUNTON, MASS.

MANUFACTURERS OF A COMPLETE LINE OF SET-UP BOXES

Now.... *faster, neater* Heat Sealing for HAND WRAPPED PACKAGES



The HILLS *Flush Mounting Hot Plate*

Here's how it works. Plate fits into work table recess, its surface *flush* with table top. Package *slides* on for tight, neat seal. Wrap can't loosen because package is not lifted.

These are other advantages:

- Installation is easy. Plate drop-fits into table. No screws needed.
- Hot plate is chrome plated for smoother sliding, longer life.
- Heating elements are readily replaceable.
- Adjustable thermostatic control keeps heat right for tight sealing.

	6 x 10 SIZE	9 x 12 SIZE
Write for bulletin.		
Dealers inquiries invited.	$23.50	$29.50

A. C. HILLS & CO.

790 Broad Street • Newark 2, New Jersey

P. I. ready for Forum

Last program details for the Tenth Annual Forum of the Packaging Institute were being completed as this issue went to press. The meeting will be held at the Hotel Commodore, New York, Oct. 13 to 15, and is expected to be one of the most vital in the history of the organization.

The first day will be occupied with committee meetings and a joint committee luncheon. Program for Thursday and Friday, Oct. 14 and 15, is as follows:

THURSDAY

9:30 A.M.—*General Session*—Mason T. Rogers, president of the Packaging Institute, chairman. "Wasted Packaging Dollars and How to Save Them"—L. V. Burton, executive director, Packaging Institute. "What Is a Packaging Engineer and Where Does He Belong in an Organization?"—John A. Warren, American Home Products Corp. "The Packaging Committee and Its Job"—R. Chester Reed and Frank G. Marshall, The Texas Co.

Noon—*Institute Annual Meeting.* Committee reports and election of directors.

12:30 P.M.—*General Luncheon.* Address, "What's Ahead for Packaging in the Defense Program?"—Clinton K. Royce, U. S. Navy Department.

2:30 P.M.—*General Session.* Joel Y. Lund, Lambert Pharmacal Co., chairman. "Shock Breakage in Glass Containers"—Harold A. Wadman, consultant. "Need for Package Standardization to Get Lower-Cost Machines"—Morehead Patterson, American Machine & Foundry Co. "When Is It Profitable to Develop Special Machines, Even at High Cost?"—Robert G. Dexter, Barkley & Dexter.

6:30 P.M.—Reception and cocktails.

7:00 P.M.—Annual Banquet (entertainment).

FRIDAY

9:00 A.M.—*General Session* on "Statistical Control of Net Weight and Fill," Roger V. Wilson, Continental Can Co., chairman. "Principles of Statistical Control"—C. W. Kennedy, Federal Products Co. "Causes of Variations of Net Weight or Fill"—Martin Brumbaugh, Bristol Laboratories, Inc.

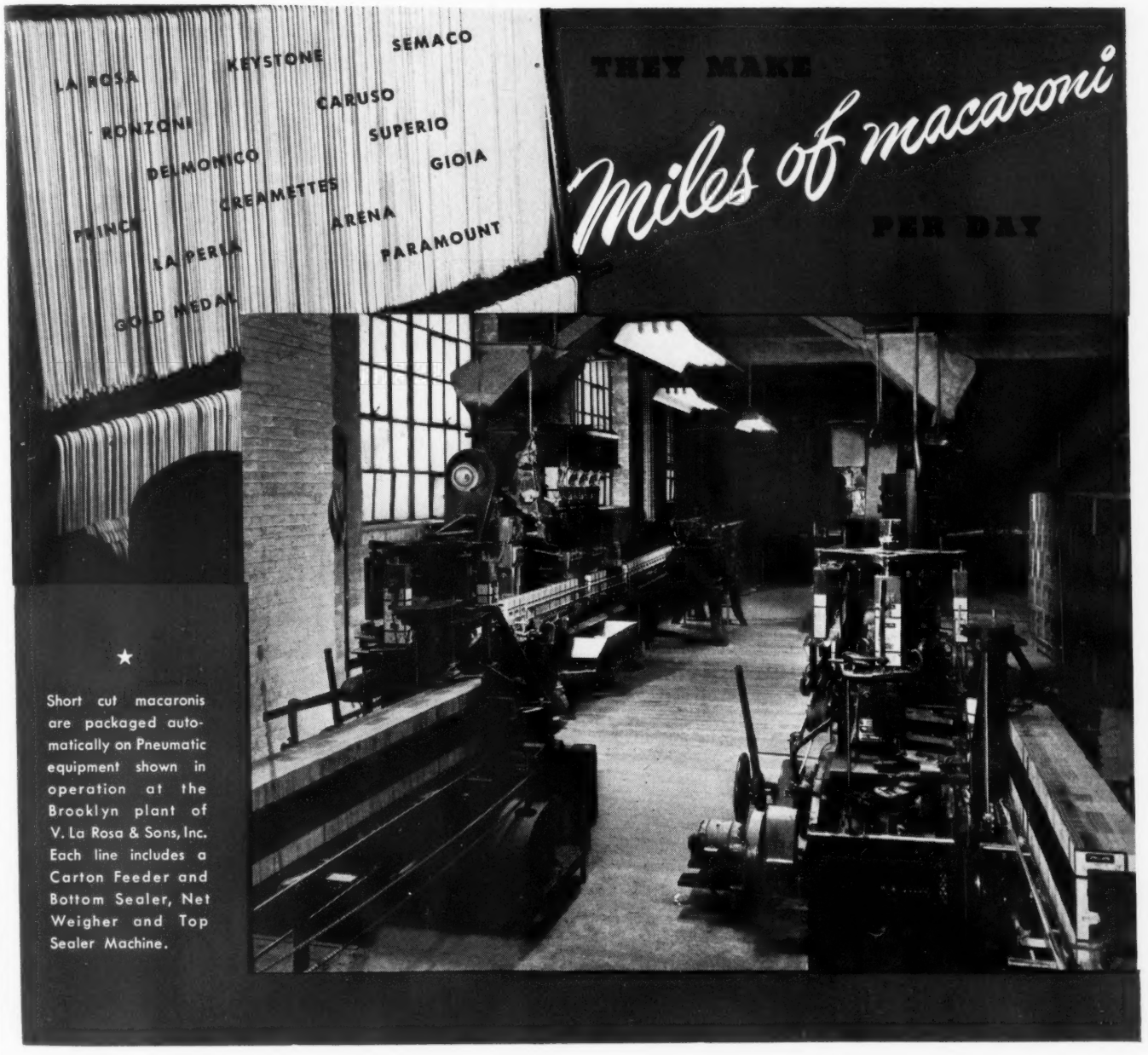
10:30 A.M.—*General Session* on packaging in relation to distribution costs. "What a Warehouse Operator Thinks About Packages"—Harlan J. Nissen, president, American Warehousemen's Assn. "Integrating Packaging with Materials Handling"—Albert B. Drake, Lehigh Warehouse & Transportation Co.

12:30 P.M.—*General Luncheon.* Address, "The Shippers' Responsibility for Damage Claim Prevention," W. B. Lincoln, Jr., Inland Container Corp.

2:00 P.M.—*Seminar* (concurrent session), on "Flexible Food Package Development;" John A. Warren, American Home Products Corp., chairman. Discussion leaders include Robert de S. Couch, General Foods; L. F. Borchardt, General Mills; Frank G. Moorehouse, National Biscuit Co. The outline for discussion covers the following main topics:

"Executive Decisions that Must Come First."
"Product Packaging Requirements."
"Selecting the Packaging Material."
"Accelerated Package Tests and Their Interpretation."
"Field Tests."
"Package Justification."

2:00 P.M.—*Seminar* (concurrent session), on "Adhesion



★

Short cut macaronis are packaged automatically on Pneumatic equipment shown in operation at the Brooklyn plant of V. La Rosa & Sons, Inc. Each line includes a Carton Feeder and Bottom Sealer, Net Weigher and Top Sealer Machine.

and it's packaged by PNEUMATIC MACHINES

In every category of food — and macaroni is one important example — Pneumatic machines are the most widely used make of automatic packaging and bottling equipment, by a large margin.

That's another way of saying—and proving—that Pneumatic machines do a better job, at a lower cost. Their sturdier construction means longer life, less "time out" for repairs. Their greater accuracy eliminates costly waste of product and spoilage of material. They are engineered to deliver their rated output day in and day out, and to handle it "in stride." Their dependability is a by-word, and a priceless asset to America's leading producers of packaged products. These facts are a matter of record, which any Pneumatic representative will be glad to show you.

★ ★ ★

PNEUMATIC SCALE CORPORATION, LTD., 82 Newport Avenue, North Quincy 71, Massachusetts. Branch Offices in New York, New York; San Francisco, California; Chicago, Illinois; Los Angeles, California; Seattle, Washington.

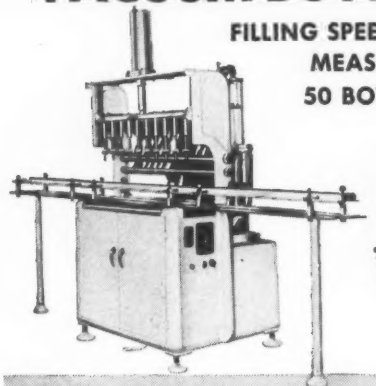
PNEUMATIC

PACKAGING AND BOTTLING MACHINERY

Over ninety different machines for the packaging of dry, free-flowing products and the cleaning, filling, capping and labeling of containers for liquids and semi-liquids

THE ERTEL "Pneumo-Vac" VACUUM BOTTLE FILLER

FILLING SPEED
MEASURED IN QUARTS—
50 BOTTLES PER MINUTE



The "Pneumo-Vac" is operated by a balanced foot valve which allows the operator full use of both hands and reduces physical effort to a minimum. Drippage is positively prevented while unit is in operation. Liquid filling heights, for 3" to 13" bottles, can be quickly regulated. Illustrated "Pneumo-Vac" bulletin gives full information. Write for your copy.

ERTEL ENGINEERING
CORPORATION
KINGSTON NEW YORK
NEW YORK CITY SALES OFFICE AND SHOWROOM
40 WEST 48th STREET, NEW YORK 19, N. Y.

BUYING OR SELLING

USED EQUIPMENT?

If you desire to sell an idle machine which is tying up capital or if you want to purchase a good used unit, you can probably do so by placing a low cost classified advertisement in MODERN PACKAGING. Each month the MODERN PACKAGING classified advertising pages serve as a meeting place for buyers and sellers, for manufacturers and sales representatives, for employers and job seekers. These people know that these classified ads are read carefully, get results.

For complete details about costs and placement, consult the classified advertising pages at the back of this issue.

Modern Packaging
A BRESKIN PUBLICATION
122 East 42nd St., New York 17, N. Y.

Problems"; H. W. Johnston, Stecher-Traung Lithograph Corp., chairman. Discussion topics: "Proper Care of the Sticky End of the Machine"—Sidney Carter, Economic Machinery Co. "Adhesives and Their Properties"—Dr. C. G. Caldwell, National Starch Products Co. "Differing Problems of Adhesion Presented by Different Container Surfaces"—Lloyd Perry, Nashua Gummed & Coated Paper Co. "Protective Coating and Laminates Adhesion Problem"—A. I. Totten, Jr., Reynolds Metals Co.

Members in the drug and pharmaceutical industries requested a separate all-day session on packaging problems peculiar to their field and this seminar, under the chairmanship of H. E. Nack of Sharp & Dohme, will be held on Friday in two sessions in the West Ballroom, starting at 9 A.M. and 2 P.M. Discussion topics will include:

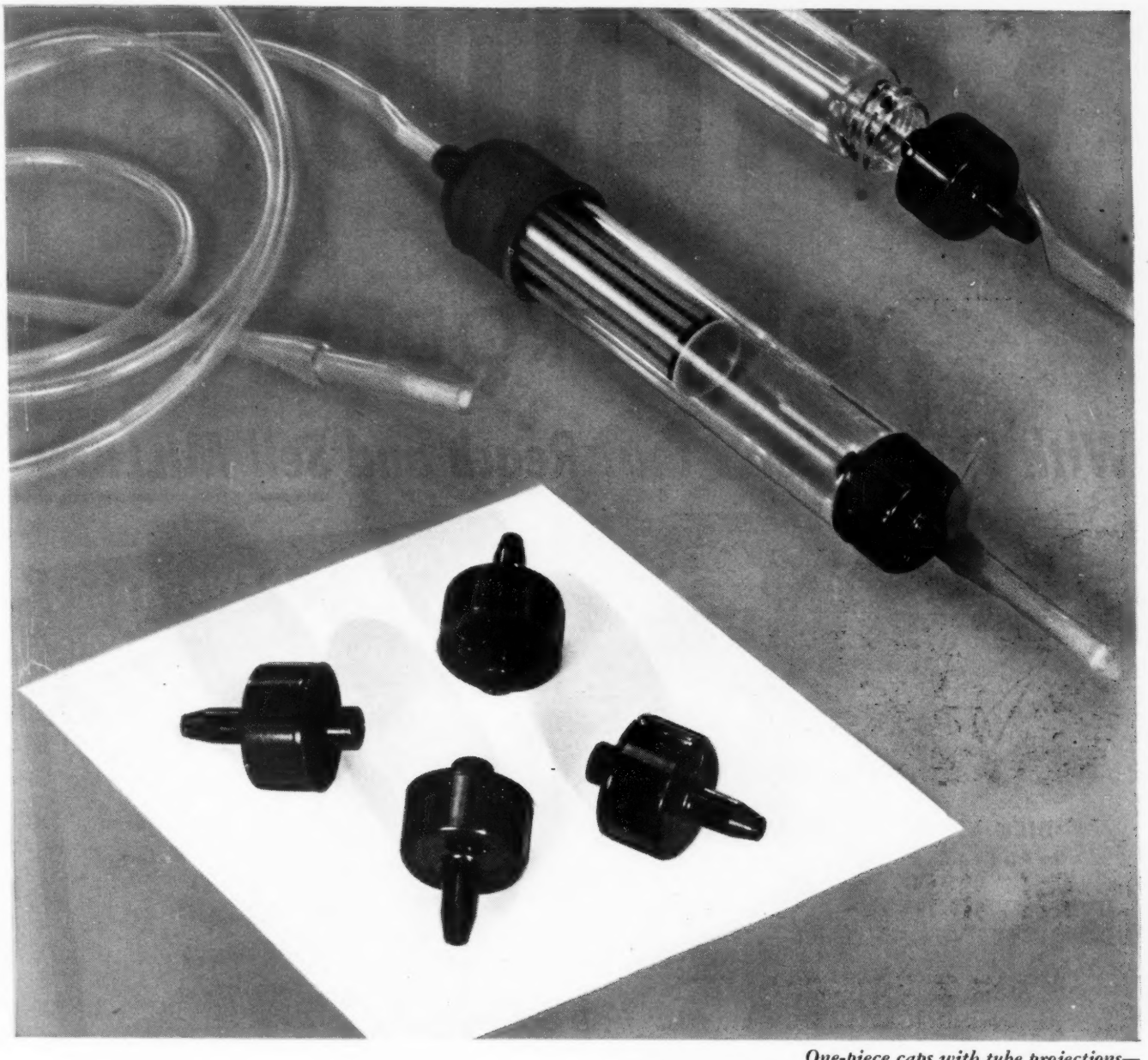
"Inadequate Closures for Hygroscopic Items."
"Excessive Breakage of Vials and Blown Bottles."
"Leakage of Liquids."
"Loss of Volatile Ingredients."
"Reliable Tablet Counting and Filling Problems."
"Minimizing Change-over Time for Clearing of Machines."

This will be the first Forum program arranged under the direction of Dr. L. V. Burton, who became executive secretary of the Institute just a year ago. The Program Committee for the 1948 meeting includes A. F. Stevenson of The Borden Co., chairman; Robert de S. Couch of General Foods; R. W. Lahey of American Cyanamid Co.; H. E. Nack of Sharp & Dohme; Kenneth R. Marvin of Eastman Kodak and Chester Reed of the Texas Co.

All Forum sessions will be open to non-members upon payment of a registration fee. The fee for non-members will be $15 for the full conference, $10 for a full day and $6 for a half day; for members, $10, $5 and $3. Fees do not include payment for lunches or dinner.

Packaging vital to baking sales

"Any baker who spends very much money in advertising must properly package his merchandise if he is to justify his advertising," said Harvey H. Robbins, executive secretary of the Laminated Bakery Package Research Council, before the Southern Bakers' Exposition in Atlanta. Mr. Robbins referred to a survey of impulse buying which showed that 63% of cookie and biscuit sales and 56% of the sweet goods sales were unplanned before the shopper entered the store. "Proper packaging thus is a vital sales stimulant because it enhances display," he said. Laminated packages. Mr. Robbins said, include: (1) The one-piece collapsible box type, either glued construction, semi-automatic set-up or with lock ends; (2) trays with cellophane or wax paper overwrap; (3) cake boxes of one-piece, hook-lock construction and of heavier boards; (4) circles or U-boards for placing under cake and baked goods.



One-piece caps with tube projections—
precision examples of O-I's high-speed production at low cost.

SMALL PLASTICS FOR A VITAL JOB

For SP in BV*
O-I
See Owens-Illinois

TO GUARANTEE a dependable flow of blood, plasma, or serum to the patient, the Recipient sets pictured above use a one-piece plastic cap with tube projections.

These vital parts are precision molded by Owens-Illinois—makers of millions of small plastics for hundreds of industrial and household uses.

You can count on our expert plastic engineers to match *design* with the most efficient molding process. They can fill your requirements with great technical accuracy . . . and with economy of time and money.

For the small plastics *you* need in big volume, call on us. We'll fill your order promptly.

PLASTICS DIVISION
OWENS-ILLINOIS GLASS COMPANY
TOLEDO 1, OHIO • BRANCHES IN PRINCIPAL CITIES

*Small Plastics in Big Volume

ATTENTION!

for

YOUR PRODUCT

With Personalities that Reach and Sell MILLIONS

DICK TRACY
In All Key Cities

ORPHAN ANNIE
In All Key Cities

EXCLUSIVE—For Your Type Product!

Enlist one or more of these "Famous Artists" personalities to focus ATTENTION on your product and MULTIPLY SALES! These famous characters reach MILLIONS of families in all key cities through leading newspapers. Children and adults follow them eagerly. Choose a star. Let that star bring and present your product to this vast, receptive market. Their royalty costs are surprisingly small for the profitable service rendered.

STARS IN NEWSPAPERS MOVIES • RADIO • COMICS MAGAZINES

Dick Tracy
Little Orphan Annie
Gasoline Alley
Don Winslow
Smilin' Jack
Captain Midnight
Brenda Starr
Winnie Winkle
Smokey Stover
Smitty and Herby
Tiny Tim
Little Joe
The Gumps
Harold Teen
Clyde Beatty
Sweeney & Son
Invisible Scarlet O'Neill

HITCH YOUR PRODUCT TO A STAR!

FOR FULL INFORMATION
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ALFRED M. LOEWENTHAL
President
FAMOUS ARTISTS SYNDICATE
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FOR: Toys
Candy
Package Goods
and
Many Other Products

COLLAPSIBLE METAL TUBES

TIN • TINCOATED • LEAD • ALUMINUM

Made under the capable management and supervision of craftsmen whose experience and knowledge extends thru two generations

- HOUSEHOLD CAN SPOUTS
- SPRINKLER TOPS
- CYLINDERS

Pioneers in the fabrication of tinlined tubes.

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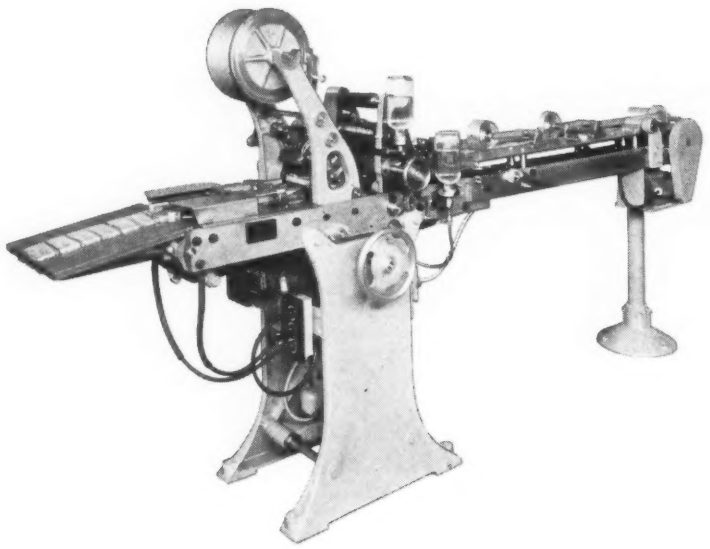

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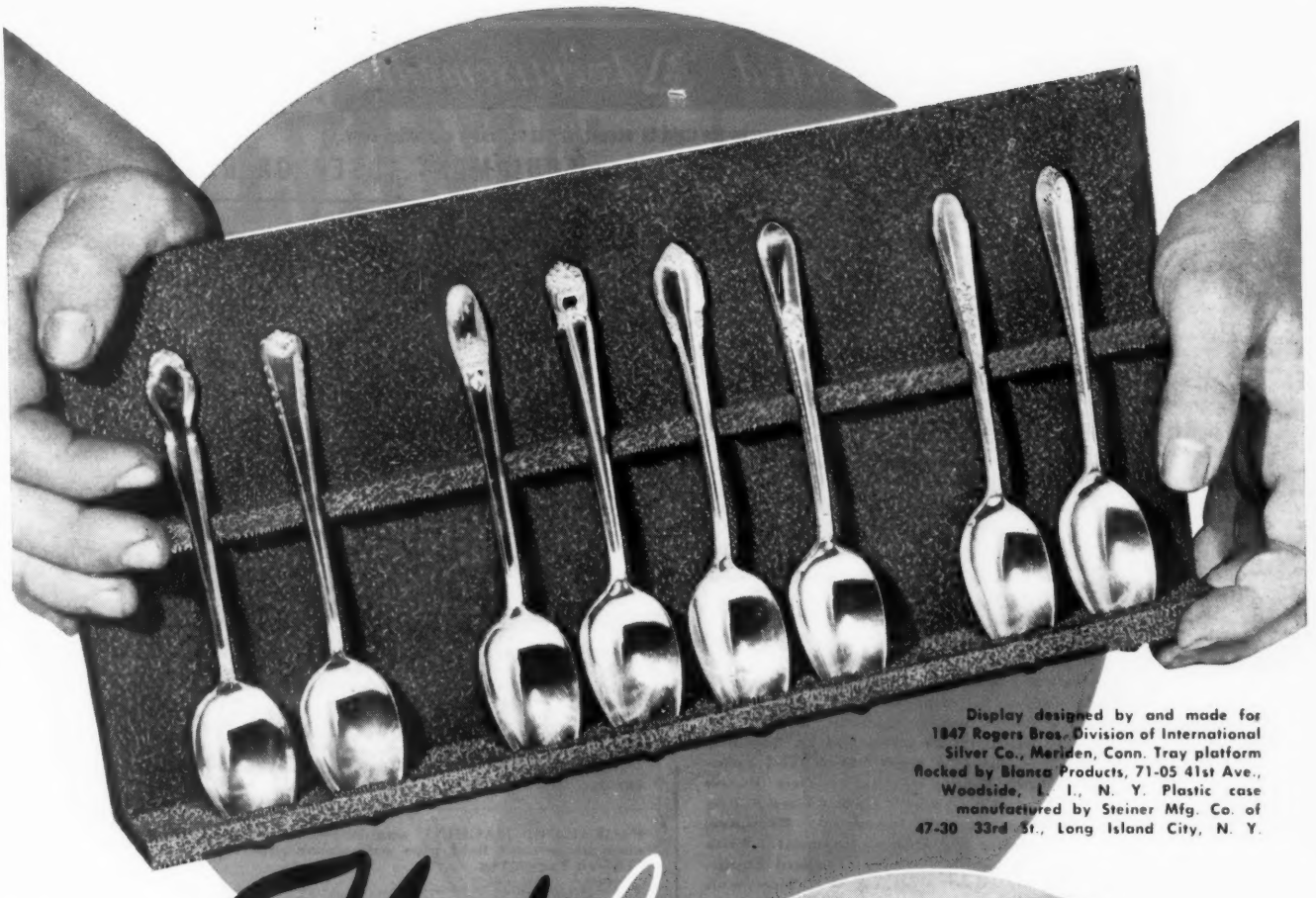

Display designed by and made for 1847 Rogers Bros., Division of International Silver Co., Meriden, Conn. Tray platform flocked by Blanta Products, 71-05 41st Ave., Woodside, L. I., N. Y. Plastic case manufactured by Steiner Mfg. Co. of 47-30 33rd St., Long Island City, N. Y.

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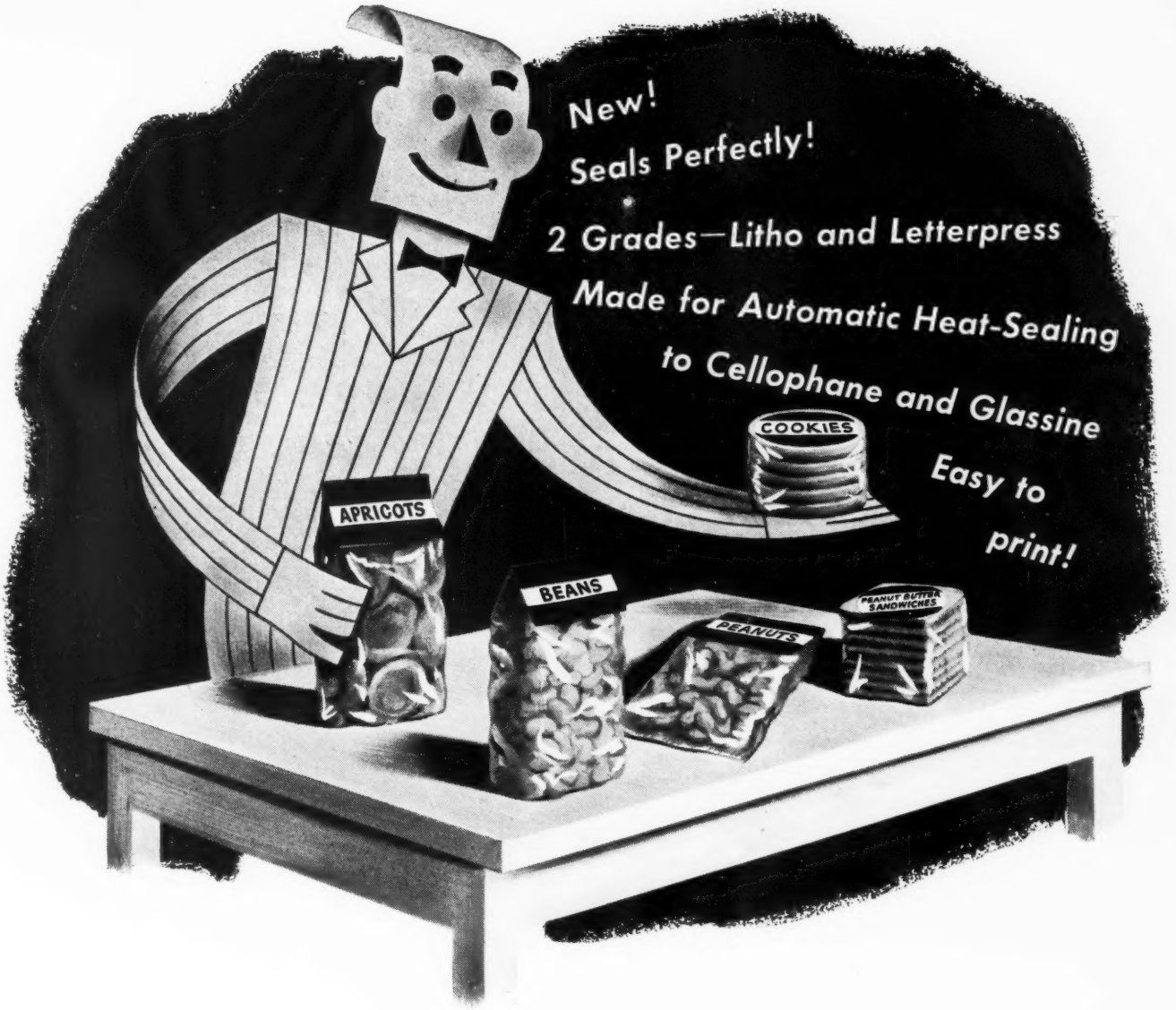

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Modern packaging

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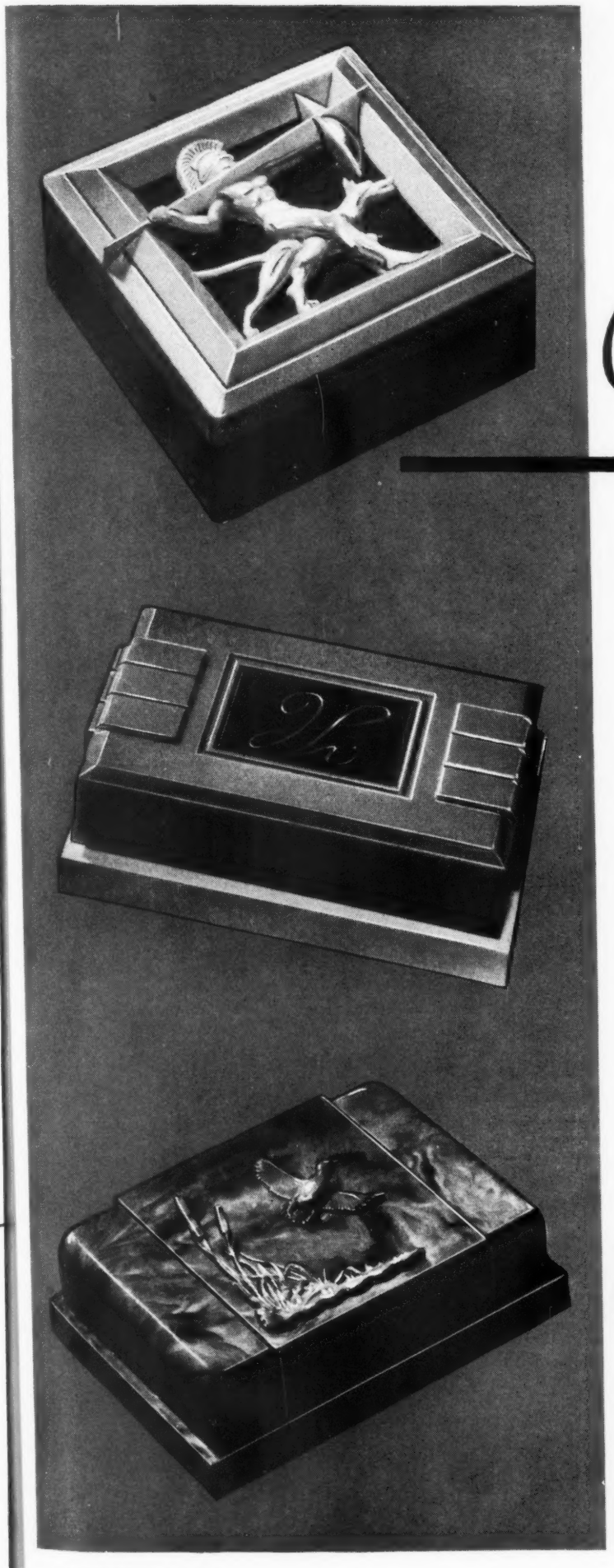

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Molder: Ontario Plastics Company

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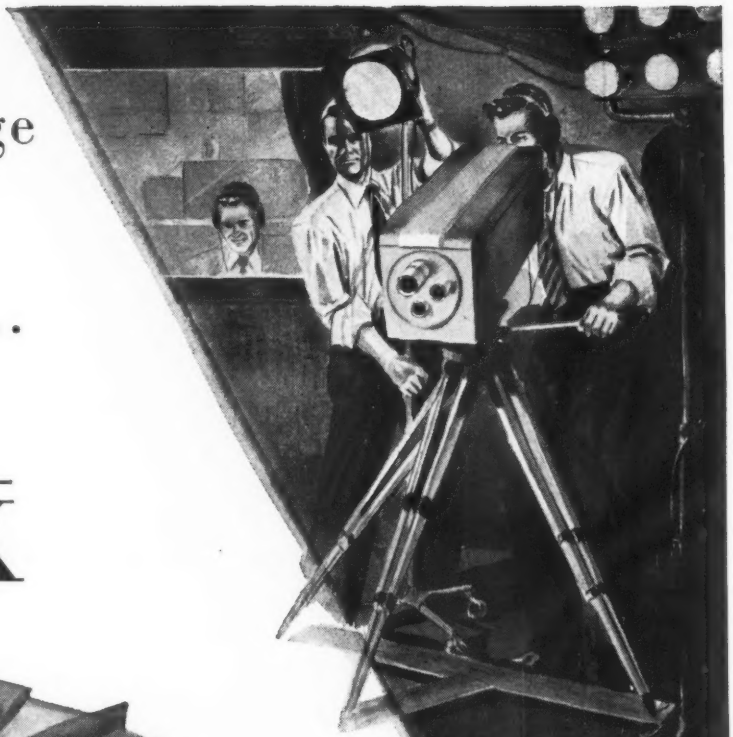

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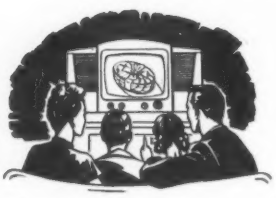

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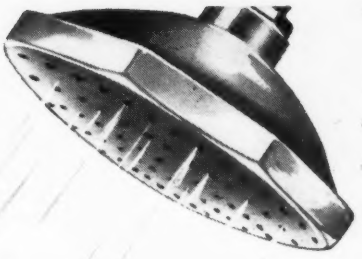
SERVING INDUSTRY . . . WHICH SERVES MANKIND

MONSANTO
CHEMICALS — PLASTICS

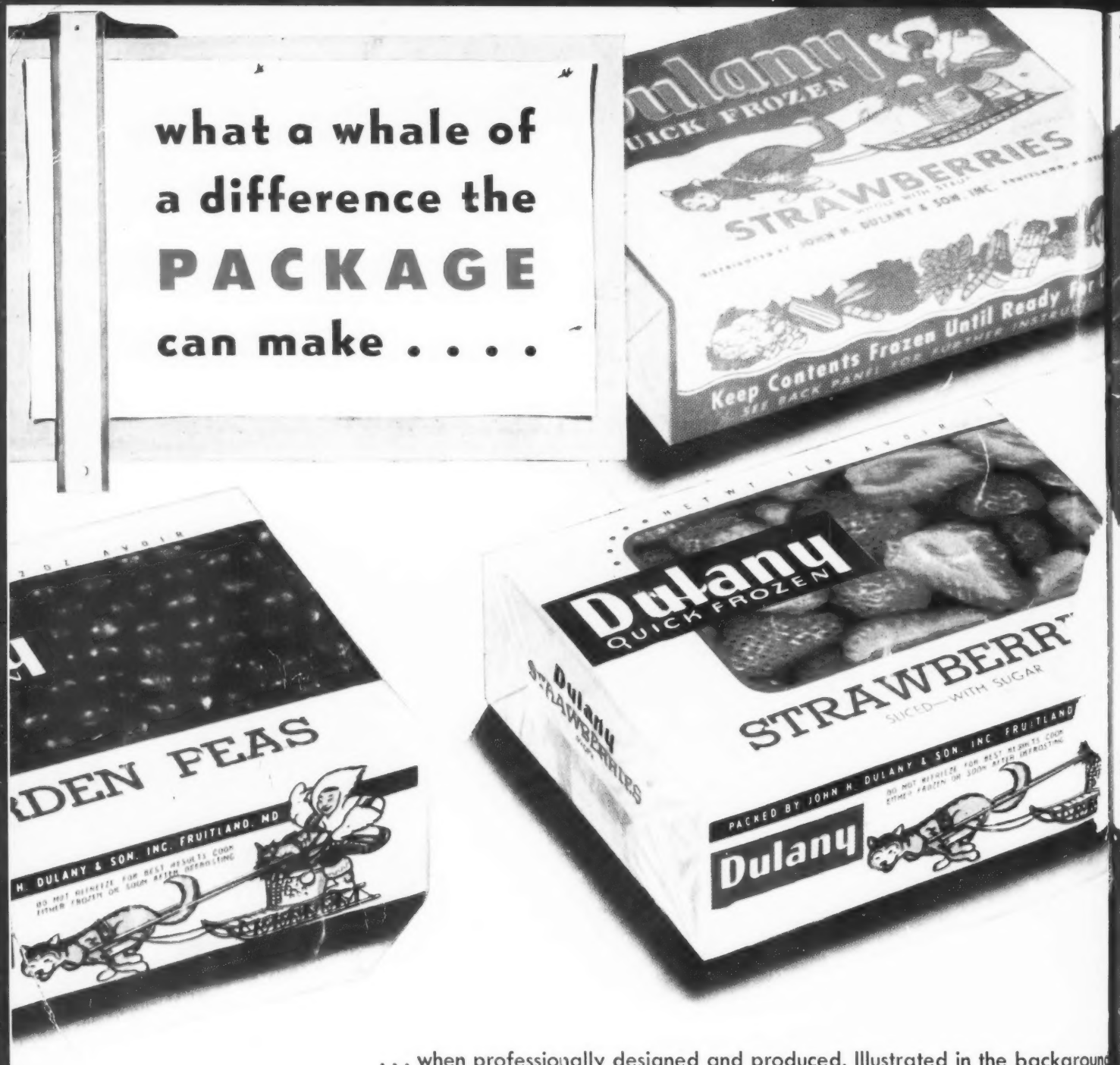


WE doubt if anyone can see the familiar red and white Lifebuoy carton without saying to himself, "The Soap That Stops 'B.O.' "... such is the power of advertising, plus point-of-sale merchandising via outstanding packaging. Designing and printing cartons with the "Come Hither" sales appeal is our sole business ... and casting modesty to the winds, we feel that Michigan Cartons have played a large part in the successful selling of many of the nation's most famous brands of merchandise.

Michigan Carton Company, Battle Creek, Michigan

America reaches for **Michigan** Cartons

what a whale of a difference the PACKAGE can make . . . .



. . . when professionally designed and produced. Illustrated in the background is the old Dulany package. In the foreground, in vivid contrast, are two of the new family of packages . . . the result of combining good design with Shellmar's production experience and skill,* to make an ordinary package outstanding.

The smart new Dulany package design is the work of one of America's outstanding industrial designers.

Royal Dadmun

SHELLMAR
PRODUCTS CORPORATION
MOUNT VERNON, OHIO
SOUTH GATE, CALIF. • ZANESVILLE, OHIO
MEXICO CITY, MEXICO • MEDELLIN, COLOMBIA

Sales Offices in Chicago, New York, Cincinnati, Denver, Detroit, Kansas City, Minneapolis, San Antonio, Atlanta, Baltimore, Boston, Philadelphia, Pittsburgh, Los Angeles, Salt Lake City, San Francisco, Seattle.

*The new Dulany wraps are made of Du Pont Cellophane, printed by Shellmar's exclusive Colodense proces